**JULIE BAUMGARTNER**

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**SUMMARY OF SKILLS:**

Exceptionally strong Sales and Management skills. I’ve successfully implemented and managed the startup in the US for an international distributor sales organization. I’m very well spoken and professional; I pride myself in succeeding with new challenges.

**EXPERIENCE:**

25+ years experience in Sales and Sales Management

10 years experience as Marketing Director

Bruynzeel Storage Systems, Panningen, The Netherlands (Corporate office) 9/2018 – Present

**U.S. AREA MANAGER**

* Bruynzeel was distributing to 46 countries around the world and wanted to add the US market to this mix.
* Created a plan for the US market in July 2018 and began executing the plan in October 2018.
* Increased the distributor network from 1 to 17 and I’m continuing to add distributors every few months.
* I manage all levels of the business in the US market from dealer selection, approving pricing levels, product training, marketing, trade shows, and distributor acquisition to name a few.
* Net sales have increased from $25,000 in 2018 to an estimated $1.25 mil in 2020.
* I cover the U.S. but work out of my home office in Palm Harbor, FL.

Patterson Pope, Charlotte, NC (Corporate office) 9/2013 – 9/2018

**Account Executive / Business Development (Florida region)** Promotion with a new company

* Responsible for a $1.5 million territory throughout 22 counties in Florida selling high density shelving systems.
* I specialized in healthcare, museums, higher education, libraries, industrial, and general business vertical markets.
* Responsible for approving sales margins, constant business development, market research and trade shows in my territory.
* I regularly read blue prints and drawings, perform site surveys and work with end users to ensure a successful installation.

Job.com, Fredericksburg, VA 9/2012 – 9/2013

**Sales Director** Relocated to Palm Harbor, FL

* I managed the national sales team of 8 Sales Reps, 4 Customer Service Reps and 1 Admin Assistant.
* Responsible for hiring and training new sales reps, approving marketing campaigns and pricing levels.
* I increased new business development sales by 20% over prior year.
* I increased monthly subscriber renewals from 75% to 85% in the short time I was at the company.

Farm Journal Media (Publication),Cedar Falls, IA 5/2011 – 2/2012

**Regional Director of Sales and Marketing - Two Locations** I married and relocated to VA

* As Marketing Director, I managed the print and online marketing for “Professional Farmer” subscription products and services.
* As Sales Director I managed the Outbound call center operation with a staff of 14 employees.
* I maintained an 80% subscription renewal after increasing annual subscription cost by an avg. of 20% on all products.
* I was able to increase monthly sales revenues 10% - 85% consistently (depending on the month).
* When I left this position, they decided to hire two people to replace me due to the increase in sales.

GAZETTE COMMUNICATIONS, Cedar Rapids, IA 8/2007 – 4/2011

**Circulation Marketing Manager,** 11/2009 – 4/2011

**Senior Manager, Customer Care Call Center**, 10/2008 – 11/2009

**Advertising Sales Manager**, 8/2007 – 10/2008

* I managed the sales and call center operations of the Circulation and Classified departments.
* I managed a total of 35 customer service and sales representatives.
* I created new sales and marketing campaigns to increase subscription sales at a time when newspaper subscriptions were decreasing.

VELOCITY SPORTS PERFORMANCE, Cedar Rapids, IA 6/2005 – 8/2007

**Director of Sales and Marketing** Business closed

* I managed the sales and marketing for athletic training programs.
* I established partnerships with area sports clubs, leagues and school programs to develop training contracts which hadn’t existed prior to my arrival.
* I increased annual sales by 16% year over year.

SIGN PRODUCTIONS, INC., Cedar Rapids, IA 8/2002 – 6/2005

**Regional Sales Representative**

* I sold custom design projects through architectural firms and general contractors.
* I worked closely with the City and County offices to ensure compliance with permitting and signage regulations.
* I performed site surveys, read blueprints, attended project meetings and worked closely with electricians, contractors and property managers to ensure a successful install.
* I was the top billing sales representative (out of fourteen reps) for two consecutive years spanning three locations; Cedar Rapids, IA, Iowa City, IA and Madison, WI.

GRAINGER INDUSTRIAL SUPPLY, INC, Cedar Rapids, IA 12/2000 – 8/2002

**Branch Manager / Regional Sales Manager for 5 Locations**

* I managed a 50,000 Sq. Ft. office and warehouse and managed a total of 22 employees.
* My branch was the “Sales Zone leader” out of 5 retail branches in our district.
* I increased our parts and paper sales by more than 20%.

APAC CUSTOMER SERVICES, INC., Cedar Rapids, IA 6/1997 – 12/2000

**Manager of Administrative Services,** 1999 – 2000

**Account Manager,** 1998

**2nd shift Call Center Manager,** 1997

* I analyzed labor markets worldwide to propose future call center sites.
* I was the 2nd shift call center manager for a 125-seat outbound call center in Marion, IA.
* I managed the mailroom and copy centers in Cedar Rapids, IA, Deerfield, IL and Omaha, NE which included 15 employees
* I saved the company $8,000 per month by renegotiating copy machine contracts and managing lease renewals.
* I saved the company $13,000 per month by opening an in-house copy center and mailroom at the corporate office.

 BADGER BUILDING CENTER, New Albin, IA 10/1989 – 6/1997

 **Co-Owner** Business closed in 1997

* I ran the Sales and Marketing for the building center which included 15 employees.
* I managed the day-to day tasks of the retail store operation.
* I assisted in selling residential construction projects, both new construction and remodels.
* We revived a business in a small town that had been closed for 3 years.

**MISCELLANEOUS VOLUNTEER:**

* **Club President** - Cedar Rapids Daybreak Rotary 2010-2011 (120 members)
* **Regional President** - Cedar Rapids Metro area Rotary groups (7 clubs total) 2010-2011 (700+ members)
* **Board of Directors** - Cedar Rapids Daybreak Rotary (2003 - 2009)
* **Co-Chaired and emceed** the 2007 Rotary District Conference (two day event, 500 participants)
* **Ambassador** **Program** - Cedar Rapids Chamber of Commerce (2003-2006)
* **Executive Committee member**, Chamber of Commerce Ambassadors (2004-2006), Cedar Rapids Chamber
* **CEO Roundtable Group -** Chair(1997-2000)
* **Big Brothers, Big** **Sisters** – Elementary school Lunch Buddy
* **Junior Achievement**, 12th grade volunteer teacher