

**Carlos Gutierrez** *Sales Executive with 15 years of experience in driving revenue and growth*  
**Norwalk, CA 90650 | 562-565-4234 | Bluehouse55@msn.com**

**Professional Summary** Dynamic and results-driven sales executive with over 15 years of experience across Outside and inside, Wholesale (B2B), e-commerce, and chain store industries. Proven track record of achieving and exceeding sales targets, developing profitable strategies, and leading high-performing sales teams. Skilled in international vendor relations, product development, and marketing. Bilingual in Spanish, charismatic leader, and expert in forging customer relationships to maximize market presence and profitability. Granted six patents for innovative product designs.

## **Skills**

- **Sales Leadership:** Skilled in building and motivating teams, consistently surpassing revenue goals.
- **Market Strategy:** Adept at strategizing sales plans, promotions, and product positioning to drive profitability.
- **Customer Engagement:** Strong interpersonal abilities with expertise in cultivating long-term client relationships. Trade show experience and displays.
- **Bilingual Communication:** Fluent in Spanish, enhancing relationships with domestic and international clients. : Managed sourcing and production, including overseas travel.

**Director of Sales / Product Development | Toms Offroad | Medford, OR/Remote** *May 2023 – October 2024*

- Trained and mentored the wholesale sales team to achieve market expansion goals.
- Developed and implemented sales processes, optimizing team productivity and profitability.
- Communicated effectively with domestic and international manufacturing vendors.
- Traveled overseas to strengthen vendor partnerships and enhance product development alignment.

**Director of Sales Southwest / Brand Manager | Real Truck/Lund International | Buford, GA/Remote** *December 2014 – March 2023*

- Managed sales for 29 brands in the Southwest and Canada across Wholesale, Jobbers, Chain stores and e-commerce platforms. Attended Trade shows and outside sale visits
- Created and executed marketing strategies, including advertising, promotions, and product launches.
- Supervised inside and outside sales personnel, providing training and updates on sales techniques.
- Oversaw vehicle builds and maintenance for trade shows, enhancing brand visibility.
- Contributed to SEMA booth operations, driving impactful trade show presence.

**National Sales Manager | Rampage Products | Temecula, CA** *June 2006 – December 2014*

- Played a pivotal role in growing sales from \$0 to \$15M as a startup sales leader.
- Managed sales calls for WD and jobber customer base, expanding the client portfolio.
- Collaborated with design teams to produce annual catalogs that enhanced customer engagement.

**Sales Director | Smittybilt Automotive Group | Temecula, CA** *January 2003 – May 2006*