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| Tim Cromer | |  |  | | --- | --- | | Gilbert, Arizona |  | | 919-397-8066 |  | | timecromer@gmail.com |  | |  |  | |  |  | |

Sales and Marketing leader with 18 years of experience in the automotive and transportation industry delivering exceptional Sales, Account Management and Experiential Marketing results that bring products to life by utilizing content and collateral materials based on established and innovative strategies.

# Skills

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| --- | --- |
| * Strategy Development & Implementation * Team Management * Ambassador & Influencer Management | * Large Scale Event Planning * Budget and Asset Allocation * Cross-Functional Marketing |

# Experience

### August 2024 - Current

### **Automotive & Overlanding Category Manager / Gathr Outdoors**

• Responsible for managing 3 brands (CVT Tents, WaterPort and Rightline Gear) for the Automotive & Overlanding category.

• Analyzed trends, developing strategies, and managing relationships with vendors for product categories.

### • Developed distribution network program and managed multiple sales agencies throughout the US and Canada.

• Coordinated with engineering, design, and marketing teams to deliver redesigned products on time and within budget.

• Conducted market analysis and collaborated with stakeholders to define product vision and roadmap.

• Collaborated with engineering teams to ensure alignment on technical feasibility.

• Supported senior product managers in defining and executing product strategies.

• Monitored key performance indicators (KPIs) and reported progress to stakeholders.

### FEB 2023 – August 2024

## Director of Sales – Rhino Rack/Maxtrax / Clarus Adventure

• Grew annual revenue by 23%, resulting in a total increase of $3 million over 1.5 years through the implementation of innovative sales strategies, product launches and market expansion.  
• Led and mentored a high-performing sales team of 6 members across the US, achieving a 23% increase in team performance and individual sales quotas.

• Spearheaded the launch of various new products to the B2B network, leading to a $1.1M increase within the first year of sales.

• Designed and implemented strategic sales plans that resulted in a 39% growth in customer base and increased market penetration.

• Expanded into Canada as a new market, generating $1.2 million in new revenue streams and diversifying the company’s market presence.

• Participated in numerous industry conferences/trade shows, representing the company and generating high-quality leads.

### Jan 2016 – FEB 2023

## Grassroots Event & Community Manager - BFGoodrich / Michelin, NA

• Develop yearly strategic plan and manage budget (~$3.1M) for Grassroots Event & Community Ambassador Program to maximize brand exposure

• Lead team through all aspects of Grassroots Consumer Facing Events and Experiential Marketing for BFGoodrich Tires at top level enthusiast events in the automotive industry (Including SEMA)

• Responsible for sponsorship and contract negotiations as well as project support approval

• Organize consumer focused events in collaboration with Brand Ambassadors

• Monitor social media and online sources for industry trends

• Develop and manage lead generation programs and tools to strengthen BFGoodrich's database for target marketing strategy

• Work in a cross-functional way with internal Marketing, Sales, Communication (Digital and Print Media), and Dealer Experiences to maximize brand exposure

### Feb 2014 – Jan 2016

## Key Account Manager – TBC Corp / Michelin, NA

• Leveraged strategic planning to penetrate key accounts in defined regions  
• Elevated account management by predicting potential competitive threats and outlining proactive solutions  
• Tracked and monitored information about customers, shipments and business activities  
• Stayed on top of shipment locations and current status of product orders to update purchasing managers and office locations  
• Developed team communications and information for monthly and quarterly meetings

### Feb 2010 – Jan 2014

## Area Sales Manager – Raleigh, NC / Michelin, NA

• Maintain relationships with existing customer base as well as prospecting for new business opportunities within a defined territory  
• Worked with organizational buyers for purchasing opportunities as well as pricing issues as needed   
• Developed various sales programs intended to increase buy-in as well as sell-out opportunities while meeting specified ROI   
• Conducted customer visits to review growth targets and drive new initiatives to help reach those goals   
• Consistently exceeded territory and regional sales goals

### March 2004 – Jan 2010

## Lead Account Manager – Greenville, SC / C.H. Robinson Worldwide

• Responsible for pricing, negotiating, and planning of transportation needs for defined customer base

• Managed Operations Team of 4 employees responsible for final execution of transportation needs

• Conducted monthly team meetings designed to recognize successes as well as discuss ways to improve on processes   
• Planned and executed customer visits to review past performance and discuss future needs

# Education

### Aug 2002

## B.S. Marketing / Clemson University – Clemson, SC

**Concentration: Sales Honors - Cum Laude 3.75**

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| **Activities:**  **Motorcycle & Off-Road Enthusiast**  **Hiking, Backpacking & Camping** |  |