

Gregory Robinson

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VP OF SALES PROFILE

Growth-focused executive with an entrepreneurial spirit and continuous success in consistently exceeding multimillion-dollar sales and revenue quotas. Track record of delivering outstanding results by using proven expertise in consultative sales, critical follow-up, as well as approaching challenges and untapped business opportunities with data-driven approaches. Keen observer, dedicated to driving nation-wide performance and growth with an ability to see potential in each employee of each territory. Successful in maintaining a competitive advantage for clients and businesses by remaining up-to-date with the market landscape, competitors' trends, and emerging technologies. Possess a self-starter mentality and outstanding interpersonal and decision-making expertise.

Inspirational leader with a background in empowering high-achieving teams, hiring and retaining exceptional talent, in addition to building a culture of accountability and collaboration. Data-driven decision-maker and big-picture thinker with an aptitude for building strategic partners, influencing top-tier strategies, and handling cultural challenges. Solid background in leveraging analytics and insights to secure active and engaged clientele, closing contract deals with clients, and achieving increased incremental sales. Turnaround champion with comprehensive experience in formulating lean operational strategies and negotiating profitable contracts with a strong emphasis on continuous improvement and compliance.

CORE COMPETENCIES

- Strategic Sales Planning & Execution
- Territory Performance Management
- Competitor & Market Analysis
- Customer Experience Management
- Marketing/Promotions Strategies
- Staff Training & Development Programs
- Business Pipeline Development
- Full Sales Life Cycle Management
- Executive Engagement & Navigation
- Budgeting & Forecasting Guidance
- Data Analysis & Visualization
- Continuous Process Improvement

CAREER HIGHLIGHTS

Rhino USA, Inc. • Atlanta, GA (Remote)

2023 to Present

Director of Global Sales

Expertly manages global sales operations for an \$80 million aftermarket truck parts enterprise, driving expansion, boosting revenue, and enhancing international recognition in the modern truck & off-road aftermarket sector. Responsible for crafting and implementing cutting-edge sales strategies to ensure significant revenue increases and alignment with the company's strategic vision. Supervises and mentors a high-achieving sales team, promoting a culture of excellence and continuous professional growth. Identifies and exploits new market prospects, partnerships, and distribution channels to broaden the company's market footprint. Cultivates and sustains strong partnerships with major customers, distributors, government agencies and large retail chains such as Meyer Distributing, Turn 14 Distribution, Keystone Automotive, Walmart, and Costco to drive ongoing business success. Manages sales forecasting, budgeting, and strategic planning to meet long-term corporate objectives. Sets performance targets for the sales team and leverages data insights to inform strategic decisions. Plans and executes the company's vision for trade shows, events and conferences.

- Increased distribution sales from \$18K to \$3.5 million by revitalizing wholesale distribution strategies, cultivating relationships with partners, and training over 150 wholesale distribution sales team members across WD channels to serve as de facto sales representatives for the brand.
- Secured a \$1.2 million deal with Costco and a \$250K deal with The AAM Group through The SEMA Show to secure significant business deals.
- Secured a major contract with Mopar to provide accessories to 2800 automotive dealerships across the United States and Canada.
- Won major big-box contracts with Walmart, Lowes, Costco, TrueValue, and Ace Hardware to generate over \$10 million in sales by establishing broker relationships and leveraging advocacy to drive Halo product adoption.
- Exceeded sales goals for 2024, including achieving YTD figures of \$3.5 million in wholesale distribution sales (\$2.5 million target) \$580K in direct dealer sales (\$450K target), and \$325K in government sales (\$300K target)

"Greg has always been a top performer who builds the right relationships with buyers and prospects, challenges them to grow the business, and shows them the path to do so. Relationship builders are a dime a dozen. The ability to leverage the relationships, challenge partners to grow, and work with them to get it done is why Greg would be a fantastic asset to any company." **Joel S, National Sales Manager - ARB 4x4 Accessories USA**

ARB 4x4 Accessories North America • Atlanta, GA (Remote)

2017 to 2023

Regional Sales Manager, South Atlantic Territory | Military, Government, and Fleet Sales Manager

Adeptly directed sales across the South Atlantic Region of the United States and within the Government and Military Sector, driving substantial revenue growth and expanding market presence through meticulous oversight and targeted initiatives. Responsibilities encompassed developing and implementing effective sales strategies to meet short-, medium-, and long-term objectives, proactively analyzing sales trends, and reporting on new business opportunities. Forging and nurturing relationships with new dealers and wholesale distributors, enhancing sales coverage, and supporting the growth of established accounts. Establishing discount levels and sales expectations for new accounts, providing training on product differentiation, and offering technical support as needed. Representing ARB at trade shows, and engaging with the 4x4 community to strengthen the company's market presence.

- Directed the South Atlantic region to the top-performing territory by driving sales from \$3 to \$8.5 million per year with \$10 million projections.
- Boosted annual sales from \$300K to \$2 million by expanding partnerships with U.S. military/government suppliers.
- Grew the number of active jobber accounts in the South Atlantic territory from 75 to 200 by leveraging partnerships with distribution partners.
- Facilitated sales process across all markets, including aftermarket wholesale distributors, internet/e-commerce platforms, OEM vehicle manufacturer accessory divisions, and Military/Government contracts.
- Introduced a comprehensive training program for national and regional wholesale distributor field representatives to support sales of ARB products without additional staffing needs.
- Ensured accurate financial planning and resource allocation by partnering with the National Sales Manager to oversee forecasting efforts for annual budgets and project monthly sales.
- Transformed a 5-person team into a 150-person salesforce.
- Increased YoY profitability by 36.7% and achieved growth of 183.3% in five years.
- Achieved sales growth and expanded ARB's footprint within the government sector.

Fortec Inc. • Roswell, GA

2012 to 2017

General Sales Manager

Meticulously managed all aspects of the sales cycle for Jeep accessories to retail and wholesale customers, handled warranty requests, and maintained detailed repair schedules. Provided inspirational leadership to 10 sales representatives, assessed job performance, evaluated training needs, and executed effective plans to enhance work productivity and efficiency. Fostered productive relationships with clients by identifying individual requirements and delivering tailored recommendations. Designed leading-edge promotional campaigns, including sponsored ads, targeted social media posts, SEO enhancements, email marketing, and product raffles.

- Boosted market presence, expanded customer base, and drove revenue growth by leading seamless transformation of a "mom-and-pop" operation into a multi-location business in Georgia and Florida.
- Enhanced inventory and provided customized solutions to expand market reach and accelerate sales growth by maintaining strategic B2B partnerships with multiple automotive dealerships.
- Improved monthly sales growth from \$125K to \$400K by implementing innovative marketing strategies and partnership initiatives.
- Generated more than a 20% increase in sales by creating a unique contract with six local Jeep dealerships to offer customizable off-road packages, financing options, and turn-key solutions to new Jeep customers.
- Enabled online parts ordering and custom-built quotes to magnify customer reach and convenience by spearheading and managing an end-to-end redesign of the company's web presence.
- Reduced product returns and maximized profitability by introducing restocking fees for returned and opened items.

United States Army and Army Reserve • Fort Bragg, NC & Fort Gillem, GA

2002 to 2015

Tactical Psychological Operations Team Leader

Delivered hands-on leadership to multiple tactical teams, including successfully guiding a platoon of 30 soldiers in the execution of psychological operations. Achieved the rank of Staff Sergeant through demonstrated outstanding leadership and tactical proficiency.

- Honored with the Bronze Star Medal with V Device for displaying exceptional heroism in combat during Operation Iraqi Freedom.

EARLY CAREER

Parts Advisor - RBM of Atlanta, Mercedes Benz Inc.

ADDITIONAL INVOLVEMENTS

Currently serves on SEMA Truck and Off-Road Alliance Marketing Subcommittee - Volunteer.

TECHNICAL SKILLS

Salesforce, HubSpot, QuickBooks, ADP Systems, Oracle JD, Edwards EnterpriseOne, MS Suite, Google Workspace, Concur, Expensify