**MICHAEL A. SUTTON**

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**SALES MANAGER / MARKETING MANAGER / PROMOTIONAL MANAGER / CHANNEL DEVELOPMENT AND SALES**

Developed, directed and coordinated the successful launch of several key product lines in the competitive high-tech industry where quick movement from conceptual stages to market is essential.

**SKILLS:** Organized | Detail Oriented | Customer Service | Sales | National Sales | Marketing | Promotions | Development of New Products | Merchandising | Team Player | Success Driven | Multi-Tasker | Verbal & Written Communications | Relationship Building

**PROFESSIONAL EXPERIENCE**

**4 WHEEL PARTS** April 2021 – Current

**Assistant Store Manager**

* Assists Store Manager with daily store management and employee supervision responsibilities.
* Assists Store Manager with facilitating training for all new hires and provide continual training for existing employees.
* Represents the company in a professional, helpful and friendly manner.
* Assists customers with product inquires and sales.
* Meets weekly sales and productivity objectives.
* Sells additional products through suggestive selling.
* Assists in inventory control.
* Maintains store cleanliness and order.
* Learns product line.
* Attends product training sessions.
* Project a professional image and enthusiastic floor presence.
* Ensures all 4 Wheel Parts policies and procedures are followed.

**ALPINE ELECTRONICS OF AMERICA, Torrance, CA** 2015 – May 2018

**Sales Representative Channel Development National Sales**

* Partnered with the Channel Analysis Department to drive key efforts identifying and developing B2B market opportunities and obstacles within new and used car dealerships.
* Demonstrated and applied a thorough understanding of sales, marketing and product strategies as well as the ability to create custom-tailored strategies and tactics for individual dealerships.
* Delivered high level of customer service and researched and identified mid-term new channel partners.
* Played a critical role in formulating future marketing, sales, and product strategies in collaboration with Product and Marketing Planning Departments.

**FUTURA TEXTILES, Las Vegas, NV** 2014 – 2015

**Regional Sales Manager**

* Coordinated marketing and sales efforts as well as overseeing development of new Products.
* Sold products for all of West Coast.
* mproved customer service leading to new sales and customer retention.
* Sold to manufacturing and restoration companies as well as distributors that use vinyl.

**MONTEREY BUILDERS, Desert Hot Spring, CA** 2010 – 2021

**Project Manger**

* Managed inventory of building materials and supervised crews of 5-25 on job sites for custom built homes worth from $3 M to $10 M.
* Collaborated with Home Owners, Architects, Interior Designers, and Landscape Designers leading to increased customer satisfaction.

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* Networked with Interior Designers to identify new customers. Met with home owners to determine their needs and to assure that their requirements were being met.
* Designed and customized decorative metal work to satisfy customer needs.

**SCAT ENTERPRISES, Redondo Beach, CA.** 2009 – 2010

**Account Executive/Customer Service**

* Provided technical help and sales, Domestic and overseas. Dealt with car and boat engine builders and performance wholesalers for product and parts ordering and to handle technical questions.
* Served as subject matter expert for classic car upholstery. Found sources for upholstery for aftermarket car restoration. Company reproduced new seats for classic cars according to original car seat specifications.
* Made sales to new car Dealerships that offer speed equipment and services.

**LINE-X OF LONG BEACH, Long Beach, CA** 2006 - 2009

**Owner/Manager**

* Provided sales and marketing to New Car Dealerships for the installation of leather kits, spray on parts and spray on bed liners for truck beds and industrial applications like oil platforms and grip mobile drilling platforms.
* Performed sales and installation of all aftermarket automotive accessories increasing the resale value of vehicles and

leading to improved safety.

* Prepared and applied Line-X bed liner material which was dent resistant and anti-slipping.
* Entered sales receipts and monthly billing to provide accurate records for accounting and bookkeeping.
* Developed estimates for all upholstery resulting in increased sales.
* Performed all HR functions including payroll processing

**PREVIOUS RELEVANT EXPERIENCE**

**CGPC AMERICA, City of Industry, CA** 1998 - 2006

**Account Executive, Sales**

* Managed inventory control for 4 warehouses throughout the United State with an inventory of $5 M.
* Sold upholstery and vinyl to the car, boat and hospitality industries for all of the West Coast
* Coordinated marketing and sales efforts as well as overseeing development of new products.
* Spearheaded successful product launches, resulting in added revenue of more than $3M in just twelve months’ timeframe.

**Licenses and Certificates**

Automotive Service Excellence (ASE) Licenses and Certificates.

I-CAR – Certificates for the Collision Repair Industry.

**References**

Rob Kahn, CEO Futura Textiles, Las Vegas, NV (626) 664-7852

Email [rkahn@futuratextiles.com](mailto:rkahn@futuratextiles.com)

Steve Brown, Senior Strategic Accounts Manager, Alpine Electronics of America, Torrance, CA (310) 783-7212

Email [sbrown@alpine-usa.com](mailto:sbrown@alpine-usa.com)

Tony Sutton, VP of Fabric, Leisure Time Marketing, Huntington Beach, CA (800) 447-6825

Email tonys@ltm1.com

**Interests and Activities**

Automotive hobbies; build custom cars and trucks for S.E.M.A. and C.E.S. Few of the vehicles I have built and worked on have been in popular magazines and used for marketing purposes.

Family activities, boating and home remodeling.