
Kelly Herring

19645 E Oriole Way | Queen Creek, AZ 85142
Cell 623-628-1650 | Email Kherring.kh@gmail.com |

Professional Summary

Results-driven sales and operations leader with 20+ years of experience in the automotive, off-road, and powersports industries. Proven expertise in B2B and D2C sales, business development, logistics, and product innovation. Adept at managing national and international accounts, negotiating supplier agreements, and leading cross-functional teams to drive revenue growth and operational efficiency. Strong technical knowledge in bulk polyurethane, injection molding, suspension, automotive performance and performance braking systems.

Professional Experience

Sales & Operations Manager

Agency Power / Vivid Racing | April 2023 – January 2025

- Led sales and operational strategy, ensuring seamless execution across sales, warehouse, and product development teams.
- Managed key customer accounts, driving new business development through lead generation and prospecting.
- Oversaw logistics and fulfillment, optimizing processes to reduce delays and improve on-time deliveries.
- Negotiated supplier agreements, optimizing costs and increasing product profitability.
- Directed product development initiatives, ensuring accurate fitment data, product listings, and website updates.
- Secured new B2B sales channels, expanding partnerships with Summit Racing and dealer networks.

Inside Sales | Bulk Polyurethane & Injection Molded Products

Daystar Products International | November 2005 – April 2023

- Sold bulk polyurethane and injection molded products on a national and international scale to OEMs and Tier 1 Suppliers, supporting industries including automotive, off-road, and SXS.
- Collaborated with customers to develop custom polyurethane solutions, utilizing 3D-printed models, technical drawings, and prototype modifications.
- Worked closely with engineering and production teams, guiding products from conceptual design to first-article samples and mass production.
- Managed the inside sales team, overseeing D2C and B2B customer bases, driving consistent revenue growth.
- Expanded and maintained major distributor partnerships, including Keystone Automotive, Meyer Distributing, and Balkamp/NAPA.
- Represented the company at SEMA and other industry events, increasing brand visibility and market penetration.

Inside Sales Representative

Baer Brakes | February 2004 – January 2005

- Provided technical sales support for high-performance brake systems to D2C, B2B, and motorsports clients.
- Assisted customers in selecting brake solutions tailored for muscle cars, trucks, and racing applications.
- Built and maintained relationships with distributors, retailers, and performance shops to optimize product availability.
- Processed orders, managed inventory inquiries, and worked with engineering and production teams to deliver custom brake solutions.
- Represented Baer Brakes at automotive trade shows, enhancing customer engagement and brand awareness.
- Worked with marketing teams to develop sales materials, educational content, and promotional campaigns.

Sales & Marketing Representative

Vortech Engineering / Paxton Automotive | February 2001 – February 2004

- Managed and expanded wholesale and retail accounts, driving consistent revenue growth.
- Provided technical product support to customers, ensuring informed purchasing decisions.
- Represented the company at trade shows and industry events, increasing brand awareness and market presence.

Education

Universal Technical Institute, Phoenix, AZ

Associate of Occupational Studies – Automotive/Diesel Technology

Channel Islands High School, Oxnard, CA

High School Diploma

Skills & Expertise

- **Sales & Account Management** – B2B & D2C sales, key account growth, customer retention
- **Business Development & Market Expansion** – New customer acquisition, lead generation, strategic partnerships
- **Technical Product Knowledge** – Suspension, braking systems, automotive performance, bulk polyurethane, injection molding
- **Trade Show Representation & Industry Networking** – SEMA, PRI, distributor/dealer engagement, brand promotion
- **Supplier & Manufacturer Relations** – Contract negotiation, sourcing, supplier performance management
- **Logistics, Fulfillment & Inventory Management** – Supply chain coordination, demand forecasting, order fulfillment
- **Product Development & Fitment Data Optimization** – Product lifecycle management, CAD model interpretation, application data accuracy
- **Negotiation & Cost Optimization** – Supplier pricing strategies, margin improvement, budget efficiency