

# Kelly Herring

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## Professional Summary

Strategic Regional Sales Manager with 20+ years of proven success in the automotive, off-road, and powersports industries. Expert in building and scaling high-performing sales teams, developing profitable territories, and expanding market share across national and regional accounts. Skilled at forging strong distributor, dealer, and OEM partnerships while driving multimillion-dollar revenue growth. Adept at analyzing territory trends, optimizing go-to-market strategies, and mentoring sales teams to consistently exceed quotas. Recognized for expanding regional presence through relationship management, data-driven sales planning, and industry engagement.

## Core Competencies

- Regional & Territory Sales Management
- B2B & National Account Development
- Distributor & Dealer Network Expansion
- Strategic Negotiation & Contract Management
- Market Penetration & Channel Growth
- Revenue Forecasting & Sales Analytics
- CRM & Territory Planning Tools (Salesforce, HubSpot)
- Team Leadership, Training & Mentorship
- Cross-Functional Collaboration (Ops, Product, Marketing)
- Trade Show & Industry Event Representation (SEMA, PRI)

## Professional Experience

### Sales & Operations Manager

Agency Power / Vivid Racing – Gilbert, AZ

04/2023 – 01/2025

- Directed regional and national account strategies, expanding distributor and dealer partnerships including Summit Racing and other key networks.
- Built and executed territory growth plans, consistently exceeding sales goals through targeted outreach and market development.
- Drove new business acquisition by cultivating high-value B2B relationships, expanding regional footprint and brand presence.
- Negotiated supplier agreements that improved gross margins and strengthened competitive positioning in key territories.
- Optimized regional logistics and fulfillment processes to ensure consistent product availability and timely deliveries.
- Partnered with product development to align new product launches with regional market demand, ensuring successful adoption and sales growth.

### **Inside Sales – Bulk Polyurethane & Injection Molded Products**

Daystar Products International – Phoenix, AZ

11/2005 – 04/2023

- Managed OEM and Tier 1 supplier relationships across regional, national, and international territories, supporting significant revenue growth.
- Expanded distributor partnerships with Keystone Automotive, Meyer Distributing, and Balkamp/NAPA, strengthening market presence and driving recurring sales.
- Directed and mentored an inside sales team, building skills in territory development, customer engagement, and solution selling.
- Collaborated with engineering teams to deliver tailored polyurethane solutions, aligning with client requirements and regional market needs.
- Represented the company at SEMA and regional industry events, strengthening brand recognition and generating new account opportunities.

### **Education**

Associate of Occupational Studies, Automotive/Diesel Technology

Universal Technical Institute – Phoenix, AZ

High School Diploma

Channel Islands High School – Oxnard, CA