

SETH HOFFBERG

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Versatile sales & marketing, product development executive with unparalleled experience in business and product line development, digital sales & online portal evolution, company turnarounds, developing & maintaining strong relationships with both customers & vendors, public speaking, negotiation, warehouse management, distribution, logistics, and pricing. A results driven leader with extensive business management experience, accustomed to building winning teams with proven ability to achieve both top line longevity and bottom line growth.

Areas of Expertise:

- Sales Process
- Marketing Strategy
- Business Development
- Customer Service
- Strategic Planning
- National Account Sales
- Client Needs Assessments
- Product Development & Management
- CPG Branding & Catalog
- Hiring & Training Staff
- Customer Relationships
- Budgets and P&L
- Brand Development
- C-Suite Interface
- Client/Dealer Advancement
- Team Onboarding & Expansion
- Online Portal Concept/Build
- Digital Sales Development
- OEM Relations
- Channel Evolution

PROFESSIONAL EXPERIENCE

ALCOM

2023 – Present

Worldwide leader in Aluminum Trailer Manufacturing, specializing in both "Open" and "Enclosed" trailers & parts.

Director of Sales

- Responsible for all North American business development & sales growth, carry a \$400m quota.
- Oversee, train, manage, & coach a team of 16 outside/inside/parts sales professionals.
- On pace to open 328 new dealer partnerships, resulting in a 2024 sales growth amount of \$100m.

Brown & Watson

2022 – 2023

Vision X Global Lighting Systems, LED lighting for heavy duty and extreme Off-Road, Industrial, Mining, & Marine applications.

Commercial Business Development Manager - North America

- Overseeing, maintaining, visiting, and growing strategic relationships with 120+ accounts.
- Increased territorial sales growth by 22% in less than 6 months, due to mindset & relationship development.
- Opened and on-boarded eight newly sourced accounts, each resulting in seven figure yearly purchases.

ATW

2019 – 2022

North America's leading trailer manufacturer, specializing in "Black Iron" trailers & parts direct to independent dealerships.

ProGrade Territory Manager – West

2020 - 2022

- Responsible for all business development & sales growth in the 13 Western States, carrying a \$150m quota.
- Oversee, train, manage, & coach inside sales team of 7 members, located in two different geographic locals.
- 2021 territorial sales numbers exceeded \$240m, due to strategic planning and relationship development.

Strategic Account Manager – Northwest

2019 – 2020

- Responsible for growth & development in 8 states, with relationships to trailer & Power Sports Dealerships.
- Oversee, train, manage, & coach DSR (Inside Sales) Team of 5, with yearly territorial sales of \$65 million.
- Created regional specific branding resulting in an immediate 15% dealership growth.

WL May, Co.

2017 – 2019

Most tenured Appliance Aftermarket Parts distributor in the Western United States, with direct relationships to OE Vendors.

Director of Sales

- Oversaw all business operations for four geographically separate locations, with revenues of \$30m/year.
- Directly responsible for all wholesale & retail sales operations, new business & channel development, national account sales, market analysis, sales presentations, trade shows, project management, and hiring, training, and staff development – increased staff by 25%, lowered operating by costs by 33%.
- Creation of new channel sales while streamlining existing practices, resulting in 38% sales growth.

Slam Enterprises, Inc.

2002 – 2017

Forty plus year old distributor of Automotive Aftermarket Products, Fee Warehouse, Sales Representation, & Logistics.

Vice President of Sales & Marketing

2007 – 2017

- Expanded sales territory & created market penetration in twenty (20) states & three (3) countries, increasing customer base by 200 & adding 51% more in sales revenue.
- Sourced, hired & trained over fifty (50) sales representatives nationally & internationally.
- Envisioned, directed, & managed multi-lingual marketing campaigns, multi-level pricing structures, & sales strategies for over 25,000 SKU's, spanning ten (10) different product categories.

Sr. Product Manager

2002 – 2007

- Conceptualized, developed, sourced, & tested 3 new product lines, from ten (10) worldwide factories.
- Trained, educated, & developed seventy-five (75) sales, marketing, & support staff, worldwide, on products.
- Created a "White Box" Program of products specifically geared for "Big Box" Retailers, to use as their own nationally branded products.

EDUCATION

Lewis & Clark College

Bachelor of Arts

Speech Communications & Graphic Arts

1997