|  |  |  |
| --- | --- | --- |
|  |  | Tyler Rohde |
| Contact PHONE:  951.473.6022  EMAIL:  [Tylerrohde28@gmail.com](mailto:Tylerrohde28@gmail.com) Skills Sales  Self-Motivated  Problem Solver  Team Player Proficient In Netsuite  Amazon Seller  Amazon Vendor  Microsoft Office  Shopify  Asana  Slack  Elastic Suite  Salesforce  Celigo  Microsoft Teams |  | WORK EXPERIENCEVP Racing, West Coast Business Development Representative – Murrieta, CA September 2023 – Present  Service all race events, distributors, track contracts, race teams in California, Nevada, Arizona & Baja Mexico. Works closely with distributors to convert new dealerships within territory to stock VP Racing products. Territory is roughly $15 - $20 million dollar territory. Projected to grow 37% in 2025 with new additions in 2024. Service race events – pumping and distributing race fuel to teams. Skilled in market analysis, client relationship management, and delivering solutions that align with business goals. Added 5 new motocross teams for 2025, converted 8 key accounts and added 2 new distributors to help distribute product within assigned territory. Troy Lee Designs, Third Party Channel/Ecommerce & Key Accounts Manager – Corona, CA April 2018 – June 2023  Oversaw ecommerce dealer key accounts, Amazon Seller/Vendor account, Shopify, and Elastic Suite for Troy lee Designs. All things digital really. Managed 5 employees/coworkers. Managed selling rates/fees to analyze margin on sale price. Worked closely with sales, merchandise, design and marketing for all major and minor projects. Ran daily and future operations on the TLD’s website, Amazon storefront, dealer communications calendar, sales promos, booking/prebooking programs and catalogs for worldwide dealer/distributor network. Created and enforced MAP Policy within North American dealer network. Negotiated orders/bookings with ecom key accounts. (TLD’s top 10 dealers) Troy Lee Designs, District Territory Manager – Corona, CA January 2017 – April 2018  Drove the development of new business and upsold products and services to improve profitability of existing accounts by up to 39%. Opened 26 new accounts totaling 44 locations. Achieved 142% of sales quota by pinpointing solutions to develop new and existing accounts. Provided training to accounts on product(s) knowledge. Merchandised and negotiated for room on showroom floor/display. Event Management, organized and planned 46 dealer grand openings/events and company races/events. Also attended dealer ride nights/events. Troy Lee Designs, Inside Sales Representative – Corona, CA October 2015 – January 2017  Handled Bike & Moto accounts in Southern/Central California, Arizona, Nevada, Oregon and Utah. Communicated with an average of 300 dealers. Exceeded sales goals by 24% by pursuing new sales opportunities and great closing strategies. Initiated meetings and presentations for all prebooking and non-prebooking accounts. Event Management, organized and planned company events/races within my territory. Examples: Sea Otter, InterBike, dealer events, company events/races. Troy Lee Designs, Customer Service Representative – Corona, CA June 2014 – October 2015  Collected retail calls and offered dealer support. Processed sales orders, returns, and credit memos. Analyzed B2C orders for any fraudulent purchases. Event Management: Over the Hump, InterBike, Sea Otter. |

#### \*References Available Upon Request