**Vern Kaufman**

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**SUMMARY**

Professional Sales and Marketing Director specializing in implementing measurable processes and direction to get underperforming sales programs pointing in the right direction. Experience and relationships selling to Defense, International, Fleet/Commercial, OEM, EV, Internet, Performance, Powersports, and Wholesale Distribution channels. Expertise in selling and marketing high end products, cold calling, and finding new markets outside of core business channels.

**EXPERIENCE**

**DPI OFF ROAD**  8/23-11/24

**National Sales Manager**

* Responsible for growth of OEM, Bulk, Aftermarket and Key Accounts.
* Manage team of 9 inside B2B sales and customer service employees.
* Manage 3 manufacturer rep groups focusing on aftermarket sales.
* Worked with Powersports division adding WD based selling along with jobber direct, increasing quantity of orders leading to lower shipping expense.
* Led marketing department on running MAP holidays that customers wanted to participate in.
* Kept 50+ OEM cast poly and injection molding customers on board during periods of increasing lead times and late shipments by communicating openly, giving them accurate information they could make business decisions on.

**HELLWIG SUSPENSION PRODUCTS** 3/19-8/23

**Director of Sales**

* Responsible for growth of WD, Jobber, Fleet/Commercial/Defense, OE, Private Label, EV, and Internet sales channels in the US and Canada. Increased sales by over 10% year over year for three years along with gaining margin on existing accounts.
* Added 25 new accounts in WD, Defense, Private label, Powersports, Fleet, and EV sales channels resulting in $3M growth over three years.
* Led new product initiative which allowed Hellwig to enter the EV sales channel gaining market share at expense of existing competition.
* Led complete pricing review resulting in margin increase on some low margin products and more competitive pricing on some products which were previously pricing our products out of the market.
* Worked with marketing department to focus on why Hellwig was better than the competitors.

**TRUCK HERO**  12/16 – 2/19

**Western Director of Sales, 12/18 – 2/19**

**National Sales Manager, 3/18 – 12/18**

**Fleet and Commercial Sales Manager, 12/16 – 3/18**

* Led team of 9 outside salespeople, focusing on a new product launch and revitalizing older product lines. Took sales team to the next level through one-on-one mentoring and using CRM tools to identify best practices.
* Consistently exceeded budgeted sales goals, month to month sales over previous year, and other KPI’s. Delivered the highest month of sales in company history.
* Established and executed fleet and commercial business strategy resulting in profitable, incremental sales growth to existing fleet business.
* Working in coordination with product management teams, brought on new products based on fleet customer needs which gave customers a “one stop source” to handle their fleet upfits.

**PACE EDWARDS**  10/09 – 5/16

**Sales, Marketing and Business Development Manager**

* Stabilized jumpy customer base through careful listening, observation, and action to assure and support external customers and internal team members.
* Brought margin discipline to pricing, ending "deal of the month" specials on a high-end product.
* Developed world class customer service team to differentiate from competitors.
* Identified and cultivated internet channel performers, increasing sales by over 100% in the channel.
* Directed new product and marketing initiatives to compete with lower priced competitors on the market. Launched “Switchblade” line which clearly was a market disrupter in pricing and features.
* Grew international and fleet/commercial business by $3M to diversify customer base from shifting market forces.
* Grew sales of USA manufactured products in China by over 200% in first three years including added Leer brand responsibility for China market.

**THULE**  6/08 – 10/09 **North American Aftermarket and Fleet Sales Manager**

* Brought value added features to selling process of commodity priced toolbox division. Grew sales 20% in a competitive fleet environment.

**LUND INTERNATIONAL**  11/02 – 2/08 **Sales Director**

* Hired as part of Trenz acquisition. Promoted from National Sales Manager Trenz to Sales Director all Lund/AVS products.
* Developed a training program to assist sales and marketing teams get up to speed in new product features and benefits.

**WISE INDUSTRIES**  11/01 – 11/02 **National Sales Director**

* Increased sales by 100% in one year by ending exclusive territories and adding new customers in multiple sales channels.

**DURAKON INDUSTRIES**  3/98 – 10/01 **Sales Director**

* Added fleet account Budget Rental Car to customer base increasing total sales by 20%.

**CAL-STATE AUTO PARTS (Wholesale Distributor)** 5/92-3/98 **Sales Manager**

* Started truck accessory division increasing sales from dollar zero to over $3M annually after second year.
* Took over and increased sales of export division of Motorcraft and ACDelco parts increasing sales to $1M annually.

**WEEKEND 4x4**  2/89 – 5/92

**Owner**

* Led start-up automotive wrecking yard specializing in 4x4 parts to profitability after 2nd year.

**FEY MANUFACTURING (Now Westin Automotive)** 6/85 – 2/89 **Outside Sales**

* Hired as Customer Service Representative. Promoted to Outside Sales within one year.

**EDUCATION**

**University of Colorado, Boulder**

Bachelor of Science, Advertising and Marketing

* Improving Customer Service (CU Continuing Education Program)

**Dale Carnegie Courses**

* Effective Speaking