

MICHAEL B. SINGER

847.721.2614

2 Larkdale East, Deerfield, Illinois

Singer.michaelb@gmail.com

DePaul University

Bachelor of Science (BS) Business Administration

Overview:

A proven, forward-thinking, problem-solver that is a goal-oriented leader with business acumen that strategically implements sound business practices. A track record of driving P&L growth across all levels of business.

Experienced in startups as well as a turnaround with the focus on brand building, team building and seeking out the white space with a goal on profitability.

Summary of Qualifications

Strategic Planning
Operational Excellence
Resource Allocation
Team Leadership
Research & Analysis
Business Development

Revenue Enhancement
Relationship Building
Contract Negotiation
Customer & Staff Relations
Project Management
P&L Analysis / Expense Control

Solution Selling
Concept Branding/Marketing
Competitive Intelligence
Business Processes
Process Improvements
E-Commerce, Retail

Experience:

June 2003 – Present

Senior Vice President, Top Notch Promotions

Top Notch Promotions is a promotional products agency that focuses on delivering marketing solutions that achieve a consistent ROI for our customer base consisting of some fortune 500 companies.

- Designed and implemented an infrastructure for a start-up promotional marketing agency, focusing in Healthcare, Manufacturing/ Distribution, Mining and Non-Profit sectors.
- Achieved steady sales growth of 20% over a 5 years period through solution selling.
- Procured and developed a consistent customer base by practicing interpersonal communication skills, researching, and presenting creative ideas that delivered a positive ROI while maintaining budget.
- Hired, trained, developed, and managed sales and support staff focusing on productivity and profitability.
- Executed and evolved company's digital and traditional marketing presence.
- Oversee all financial duties.

MARCH 2013- AUGUST 2016

Co-Founder / Vice President of Supplier Relations, PromoEQP

PromoEQP, a subscription service, which provides negotiated preferred pricing from suppliers for distributors in the promotional products industry.

- Identified a need in a niche market sector where a loss of market share existed.
- Conceptualized and established PromoEQP, a subscription service.
- Negotiated preferred pricing from suppliers in the promotional product industry.
- Achieved membership of over 700 distributor subscribers and 100+ participating suppliers.
- Accountable for branding, supplier relations, distributor sales, and finance.

January 2002- June 2003

Vice President of Operations DSL Direction One

DSL Direction One was a print advertising and promotional products company that worked with Fortune 1000 companies delivering ad print and promotional solutions.

- Revived the payable to receivable ratio from 2.5:1 to 1:1 within 14 months.
- Instituting disciplines, refined processes, restructuring staff, increasing profitability, and introducing payment plans.
- Directly managed operations, accounting, sales, and support

March 2001- January 2002

Account Representative

- Maintained existing and grow business through account penetration and exploring new markets.
- 50% growth within 9 months