

Joe Flatley

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Sales Professional

**Sales Management / Merchandising / Consumer Products / MS Office / Personnel Development / Operations / CRM
Customer Service / Vendor Relations / Marketing / Product Development / Sourcing / Global / Project Management**

Dynamic, competitive and well-rounded professional with 15+ years of experience, recognized for leading and growing Fortune 500 consumer products sales and retail organizations while delivering strong and sustainable revenue gains. Excellent planning, negotiating, closing and follow-up skills. Proven record of reaching target customers and identifying emerging global trends. Identify new growth opportunities via market analysis, industry expertise and extensive domestic and international trade show participation within numerous categories including toys, bikes, outdoor products, sporting goods, stationery, hardware and candy.

Professional Experience

Consultant–JPF Sales & Marketing, Philadelphia, PA (2012-Present)

Independent consultant focused on consumer products sales and merchandising at the domestic and international level.

Identify, plan and implement strategies to improve clients' products and services utilizing an extensive network of industry resources. Research and analyze competitive product lines and marketing plans. Plan and execute new product design and development while identifying key opportunities within the manufacturing and retail sectors. Reporting to the CEO at a major regional retailer, led the company's 2012-2013 efforts in various hard good categories including toys, housewares and sporting goods. Coordinated weekly New York City buying trips, introduced over 20 new vendors and implemented detailed store-in-store merchandising planograms.

Sales Manager–The Wisconsin Toy Company, New York, NY (2009-2010)

The largest wholesale distributor of closeout toys in the United States and a division of Big Lots, Inc.

- Developed and managed the company's highest volume showroom in the U.S. with planned revenue of \$10 million. Account base consisted of over 100 retailers and distributors including Ross Stores, Toys R Us, Wegmans, Loblaws and Five Below. Accountable for analysis of monthly, weekly and daily sales reports. Successfully worked cross functionally with stores, accounting, DC, marketing and over 50 vendors.

Sales Manager–Best Bikes USA LLC, Camden, NJ (2006-2009)

Exclusive manufacturer and distributor of National Football League and Collegiate licensed bicycles and accessories.

- In addition to focusing efforts on sales, merchandising and overseeing national and regional representatives, was responsible for the design, development and placement of new line of NFL licensed skateboards. Effectively managed the performance and results at Wal-Mart, Toys R Us, Amazon, Kroger and Barnes & Noble amongst others.

Sales Manager–Team Products International, Parsippany, NJ (2002-2005)

Major supplier within the toy, sporting goods, automotive and housewares industries with licensed product portfolio including Sesame Street, Coleman, Sunbeam and Rawlings.

- Directed merchandising and sales teams resulting in a marked improvement in our ability to better serve our partners and deliver sustainable double digit increases in annual sales. Designed, developed and placed new line of Sesame Street licensed product at Toys R Us, Burlington, Albertson's and Target, generating \$1.5 million in sales first year.

Senior Buyer & Sales Specialist–Toytime.com, Torrance, CA (1999–2001)

Startup specialty toy retail, internet and catalog company was cited as one of the 10 most frequently visited web sites in 1999-2000, generating \$40 million in revenue within six months.

- Recruited as Senior Buyer to venture capital startup based on particularly strong record of results and reputation. Successfully planned, forecasted and executed a 600 SKU assortment within 90 days of hire date. Forged key partnerships with industry leading manufacturers by utilizing long standing and mutually beneficial relationships. Hired and managed staff of 22 merchants.

Senior Buyer & Business Development Manager–Toys R Us International, Inc., Paramus, NJ (1990–1999)

Global retail leader with over 1,200 stores worldwide including 685 outlets outside of the U.S.

- Promoted to Senior Buyer and Business Development Manager due to superior product, cultural and vendor knowledge. Directed merchandising initiatives in 14 markets within Asia, The Middle East, Europe, Africa and Australia. Coordinated the importation of product from Asia, Europe and the U.S. Recruited, hired and mentored international associates to ensure adherence to Toys R Us merchandising, marketing and sales strategies. Commissioned by company president to lead the merchandising and new business development efforts in the successful opening of the previously closed domestic Japanese mass market. Total annual budget exceeded \$50 million.

Volunteer Experience (2010-2016)

The Salvation Army-Philadelphia, PA
Mt. Laurel Youth Athletic Assn-Mt. Laurel, NJ

The Lunch Break-Red Bank, NJ
Jewish Family Services-Asbury Park, NJ

Education

Bachelor of Science-Marketing
Robert Morris University, Pittsburgh, PA