**JAMES A. SMITH**

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**COMPETENCIES**

**Leadership**: Effective from the backroom to the boardroom. Action oriented executive that can translate vision and strategy up and down the organization.

**Financial Acumen**: Successful P&L management of business units and companies from $20 million to in excess of $500 million in revenue.

**Sales Management**: Led national sales and service organizations to record revenue and margin. Have prospected and closed individual deals over $30M in annual revenue.

**Strategic Marketing**: Believe and live that marketing is the headlights of an organization. Winner of AMA Marketing Excellence Award.

# PROFESSIONAL ACCOMPLISHMENTS

* Led a mobile sales and service organization of 1,300 associates to record revenues and profitability.
* Developed strategic business plans and led the resulting change management initiative that touched over 10,000 stakeholders and led to highest ever employee engagement and satisfaction.
* Managed global retail sales and marketing efforts for 165 store chain operating on four continents.
* Built and led a vertical sales organization for a new consumer start-up business across seven verticals.
* Led a cross functional team that opened 150 new markets in North America.
* Managed portfolios in excess of $500M in revenue with national retailer clients such as Walmart, Target, AutoZone, Dollar General, Home Depot, Lowes, Walgreens, CVS, Kroger, Safeway and Macy’s.
* Designed and developed alternative channel distribution for a 30-year-old family owned business that included digital platforms.

# PROFESSIONAL EXPERIENCES

##### The JAMES SMITH Co, Kansas City, MO

##### Managing Director (2017-present)

##### Lead a boutique private consulting practice. Practice focus is growth strategy, business development, sales and marketing management, and confidential consultation to mid-market companies, highly visible executives and high-profile media talent.

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##### Creation of award-winning brands including JamesSmith and jamesasmith.com

##### Lead and facilitate C-Suite strategic planning and development of “The Growth Playbook”

##### Serve as an Advisory Board Member for several multimedia start-ups.

##### EMPLOYER WORKFORCE, Jackson, MS

##### Account / Client Management (2014-2017)

Lead the company's Employer Services growth efforts by integrating the voice of the Customer throughout the Information Services / Data value chain.

* Manage six VP/Director level vertical leaders in the Retail, Restaurant, Healthcare, Financial Services, Education and Staffing industries.
* Lead an Account Management organization of 6 Directors and 80 Account Managers serving thousands of clients and their customers across six vertical industries and National Accounts.

##### DEALERSHIP SUPPLY, Chicago, IL

Corporate Business Development (2011-2013)

* Led the business optimization and rationalization efforts for a $3B subsidiary of MBI Inc resulting in new products and improved margins.
* Directed the integration of new business acquisitions including the $35M Amazon Co.

Sales and Operations – Southern California (2010-2011)

P&L responsibilities for company’s business in the Southwest US. Accountable for the Sales, Marketing, and Operations of more than 1,000 associates.

* Led the senior regional team through business optimization and transformation efforts resulting in $12M in operating cost savings.
* Successfully directed the divestiture of a $7M business unit that impacted more than 150 associates, 2,000 customers, and 75 vendors.

##### AUTO SERVICE INC, St Louis, MO

General Management / Business Development (2006 - 2010)

* Designed, developed and implemented the company’s business strategy resulting in a 2.5x improvement in channel profitability between April 2007 to August 2010.
* Improved productivity, revenue per headcount, 23% from Sept ‘07 to Sept ’09 ofa $200M P&L
* Managed an organization of more than 1,300 sales, service, and operations associates to highest ever employee opinion survey results in 2009.

##### THE SALES GROUP, Chicago, Illinois

Consumer Sales and Marketing (2003-2006)

* Led the company’s start-up efforts to design, develop, manufacture, and internationally distribute DRY FLOATATION technology and related products in consumer and transportation markets.

**INDUSTRIAL SERVICE AND SUPPLY, Chicago, Illinois**

Marketing and Business Development (1997-2002)

* Directed the company's efforts developing and marketing a network of branches in the United States, Mexico, and Puerto Rico with a $3M budget.

**INTERNATIONAL BUSINESS Co., Southfield, Michigan**

International Sales and Marketing (1996-1997)

* Responsible for sales, merchandising, advertising, promotion, store design and strategic brand imaging of 165+ stores in Australia, Latin America, and South Africa.

Retail Sales Manager (1995-1996)

Advanced to National Sales Manager in 1995 after a series of progressively responsible management roles in sales from 1984-1995.

* Managed $100M domestic retail sales division that included the sales force and customer service activities.

# EDUCATION

Master of Business Administration, International School of Management,

Southwestern University, Phoenix, AZ

Bachelor of Science, Montana State University, East London, CT