

PAUL DAVIS

Director of Sales and Marketing

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EXPERTISE

- Multi-Channel Marketing
- Product Marketing
- Go to Market Strategy
- Account Management
- Strategic Partnerships
- Retail Marketing
- Team Leadership
- Product Launch Development
- International Product Development
- Project Management
- Product Planning
- Budgeting & Forecasting
- Contract Negotiations
- Staff Training & Development
- New Business Development
- Sales Strategic Planning

BRANDS WEBSITES

Click Links Below

- 🔗 [Flyracing.com](#)
- 🔗 [Gmaxhelmetsusa.com](#)
- 🔗 [Wps-inc.com](#)
- 🔗 [Hdtwin.com](#)
- 🔗 [Firepowerparts.com](#)
- 🔗 [Highway21.com](#)
- 🔗 [Sedonatires.com](#)
- 🔗 [Shinkotiresusa.com](#)
- 🔗 [Autodist.com](#)

PROFILE

A dynamic marketing and sales professional with more than 10 years of experience developing and executing B2C and B2B sales & marketing strategies for top level consumer brands with a broad understanding of demand generation, sales, and multi-level marketing efforts.

PROFESSIONAL EXPERIENCE

🕒 May 2020 - Present | **Director of Sales and Marketing**

Automatic Distributors

- Enhanced B2B/B2C marketing, sales, and operational execution through improved processes designed to streamline projects, improve efficiencies, and strengthen Automatic's position within the powersports industry.
- Drive top-line revenue, marginal profit and YoY growth by redesigning the company's sales framework and strategy, which led to double digit growth MoM resulting in highest recorded company revenue.
- Ignited new business relationships with industry leading brands that led to expansion of Automatic's product portfolio and multi-level sales increases for Automatic, their dealer network, and industry brands.
- Elevated brand recognition through a nationwide rebranding campaign across print, web, and digital deliveries.
- Drive go-to-market activities including market analysis, competitive landscape, value proposition, differentiated messaging, pricing, packaging, and display POP at customer level.
- Fostered a robust and sustainable network of both international and domestic powersports dealers by leveraging customer insights, industry trends, and dealer demand.
- Provided strategic counsel to all executive and operational sectors on communicating the value of class leading service and process improvement.
- Implemented an in-house agency model to elevate marketing efforts focused on increasing brand awareness and total market share.
- Oversee key distributor relationships – supporting regional managers as they manage pricing models, daily sales, budgets, and incentives, with the ability to take corrective action when needed.
- Directed global brand redesign focused on growing B2B commerce, improving customer experience, and supporting brand positioning as a leader in aftermarket powersports distribution.
- Effectively leading a nationwide team of 26 sales and marketing professionals acting as a mentor and guide in achieving and surpassing global business goals.

PRODUCT LAUNCHES

Click Links Below

- 🔗 SWAPMOTO
- 🔗 RACERX
- 🔗 TRANSWORD MX
- 🔗 PULP MX

EDUCATION

2005 -2009 | **Boise State University**, Boise ID
BA in Communication

Professional Development

Presidents Club Sales
Management Certification
Management & Leadership
Certification

References and letters of
recommendation available
upon request

PROFESSIONAL EXPERIENCE

2016 - 2020 | **Marketing Manager**

Western Power Sports

- Develops and recommends product positioning, packaging, and pricing strategy, together with design, and sales dept. to produce the highest possible long term market share
 - Develop a comprehensive and aligned strategic marketing plan for 2 distributors and 8 house brands
 - Manage and oversee a staff mixed of graphic designers, videographers, content managers, media relation manager, photographers, and social media managers
 - Manage marketing budget for all staffing, media publications, social media, and brand campaigns
 - Manage the creation of all marketing collateral and sales support tools
 - Measure and analyze campaign and media analytics to determine ROI
 - Perform market segmentation, targeting and positioning for each brand and product
 - Plan and execute product launches annually with all major media publications
 - Provide creative direction for each brand and product category from video to graphic design
 - Manage public relations and media communication for all house brands
 - Manage direction, scheduling and travel for all photo shoot and video content
 - Provide creative direction and maintenance for house brand websites
 - Direct development of business-to-consumer and business-to-business strategies
- Successfully launch popular consumer products on platforms such as NBC Sports, high-level social media and magazine publications

2015 - 2016 | **Helmet & Goggle Sales Manager**

Western Power Sports

- Plans, develops, and implements sales strategies and marketing Programs for helmets, goggles, and sunglasses.
- Works trade events, open houses, and provides brand specific training.
- Travels up to two weeks monthly to assist sales calls with WPS Reps and Regional managers to develop key relationships.
- Expert ability to market and sell multiple brands including: Gmax Helmets, Kabuto, Dragon, Triple 9 and Fly Goggles.
- Works with WPS and Key Brands to develop sales programs, dealer and WPS Rep incentives.
- Extensive market research to anticipate competition and market trends to translate information into sales.
- Coordinates with purchasing dept. to manage inventory levels and delivery.
- Assist in planning and coordinating of product launch.
- Guides creation and aides in development of product portfolio and catalog.
- Provide guidance to development teams on market requirements and product features.

National Coverage NBC Sports Network

NBCSN Campaign #1

Commercial #1

<https://www.youtube.com/watch?v=Jnpzgmah0e0>

NBCSN Campaign #1

Commercial #2

<https://www.youtube.com/watch?v=EOGr-leM1O4>

NBCSN Campaign #1

Commercial #3

<https://www.youtube.com/watch?v=v5P8iniVMAs>

NBCSN Campaign #1

Commercial #4

<https://www.youtube.com/watch?v=1CejshHepdk>

NBCSN Campaign #2

Commercial #1

<https://www.youtube.com/watch?v=ZXYVj0zYNJ0>

NBCSN Campaign #2

Commercial #2

<https://www.youtube.com/watch?v=nr70pE30T7k>

NBCSN Campaign #2

Commercial #3

https://www.youtube.com/watch?v=Fe_S0TIVDOE

NBCSN Campaign #2

Commercial #4

<https://www.youtube.com/watch?v=dLnXtYYLHgE>

PROFESSIONAL EXPERIENCE

2014 - 2016 | **Dragon Alliance Brand Manager**

Western Power Sports / Dragon Alliance Shared Employee

- Represents Brand at Regional and National trade events and dealer open houses to promote and sell Dragon.
- Designs and implements territory management and account growth strategies
- Creates partnerships to foster cooperation with sales and support team, dealers and employees.
- Prepares and distributes sales reports by collecting analyzing and summarizing information using excel.
- Identify current market trends and direction with color way, pricing, features and graphics.
- Works through all phases of product development with Dragon direct for MX and Snowmobile.
- Develops sales programs and incentives at dealer and sales rep levels to drive success of brand.
- Develops rider support programs and sponsorships for key dealership teams.
- Travels up to two weeks monthly to assist sales calls with WPS reps and Regional managers to develop key relationships.
- Identifies and categorizes current Dragon accounts and opportunities while monitoring sell in and dealer sell through.
- Presents product samples, specials and related support material to provide comprehensive product presentations.

2011 - 2014 | **Supply Sales Manager**

Allied Business Solutions

- Provide management direction for new and existing customers and their needs. Set and maintain pricing structure to ensure proper profit margins on all company supply.
- Partner with ownership on sales and business development for supply and mailing departments.
- Partner with ownership to develop selling tools for key accounts.
- Develop marketing and revenue growth strategy for supply and mailing departments.
- Demonstrates proven sales techniques to develop new and strengthen account relationships.

2008 - 2011 | **Owner/Operator**

Caboodle Cartridge

- Developed new regional and national business
- Developed marketing advertisements for publication in local radio, television and newspaper.
- Created professional presentations for prospective clients.
- Conducted research and development for thorough client communications
- Performed all accounts payable and receivable responsibilities
- Organized all promotional events and specials
- Managed sales and budget expenses.