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Dave Sullivan

May 18, 2011 - present Wolfhound Marketing Group

Experience

Sales Representative Agency

Wolfhound Marketing Group is the culmination of 24 years of Industrial Sales and 35+ years of Running and Cycling. Our goal is to bring Advantages in Athletics to Endurance Athletes.

Strengths

I have been my own "Tech Rep" for all my lines until picking up ALTRA. It's my belief that a Salesman should know every aspect of his lines, be excited by them and be able to convey that knowledge and excitement to the consumer.

Product Lines

ALTRA Running (Altrarunning.com) Running Shoes

Picky Bar (pickybar.com) nutritional food bar for athletes

2XU (2XU.com) Compression Tights, Calf Sleeves

HUMA Gel (humagel.com) Gel-Nutrition

Swiftwick (swiftwick.com) Socks

Nike Vision (nikevision.com) Sunglasses

Territory IL, IN, MI

August 2007-Dec 2010 Pearl Industrial Commerce, CA
Territory Sales Rep.

- Responsible for Account Management and growth in a 3 state area including- Northern IN, IL, SE-WI
- Manage current business, including selling product, prospecting new customers, end-user calls with distributors
- Focus on promoting product in the Construction Market, Welding Industrial Market and maintaining a relationship with National House Accounts,

Salary- \$65,000 plus Commission and Bonus

Jan 2, 2007-August 2007 Barton Mines

Lake George, NY

Territory Sales Rep.

- Responsible for Account Management and growth in a 5 state area including- IN, IL, WI, KY, TN.
- Manage current business, including selling product and arranging freight, while growing new business. .
- Focus on customers selling to the "Water Jet" market and the sand blasting industry.

Salary- \$75,000 plus year

May 1- Dec 20, 2006 Brunner & Lay

Franklin Park, IL

Territory Sales Rep.

- Responsible for Account Management and growth in a 7 state area including- IN, IL, MI, OH, WI, MN, IA.
- Maintain Current business while growing new business. Concentrating on the Large National Rental houses, MRO Supply houses and Contractor Supply Distributors.
- Focus on customers selling to the "construction" market and the Mining and Quarry industry.

Salary- \$55,000 plus year

**October 5, 1998- July 29, 2005
Rockville Centre, NY**

Champion Cutting Tool Corp.

Territory Sales Manager

- Responsible for Sales Growth in 3-1/2 States.
- Train Sales Staff of area distributors, both in house and Product specific training seminars.
- Make joint sales calls with distributors to help grow their business while showing a cost savings to their customers.
- Annual Sales \$800,000-1 million
- Increased Champions share in the RV Manufacturing market from \$15k to \$90k annually.
- Implemented a 50% reduction in Cutting tools at Butler Buildings, IL facility.
- Introduced new products to Bethlehem Steels Burns Harbor, Machine Shop which reduced Drill and tap costs by \$50k annually.
- Increased Champion Cutting Tool Corp. SKU's in National Distributor Catalog thru testing of product at a National Manufacturer of Heavy Equipment.
- Territory covered includes IN, MI, WI (eastern half including Milwaukee, Madison and Green Bay markets) IL (From Springfield north.)
- Products Sold: Twist drills, taps, carbide burrs, metal cutting saws and saw blades, magnetic drill presses and cutters.

Salary-\$50-70,000 Year

**Dec. 18, 1995–Oct. 2, 1998 ABSCO Inc. (Sales Rep. Firm Representing
Sales Representative**

- Accounts Manager for LTV Steel East Chicago, IN Plant.
- Responsible for account activity. Calling on all “doors” selling to Purchasing, Maintenance and Production facilities. Processing orders and making product recommendations.
- Implemented cost savings both in procedures as well as new product.
- Annual Sales \$4-4.6 Million

Salary 40-50,000 Year

**Sept. 1989–Dec. 14, 1995 Black Industrial Supply Co. Chicago, IL
Sales Representative**

- Sales Territory Chicago-land Area, Northwest Indiana.
- Annual sales \$2.5-3 million.
- Highest Percentage growth of sales 3 years in a row.

Salary-40,000 Year

**1987–1989 Standard Equipment & Supply Co
Hammond, IN**

Sales Representative

- Sales territory northwest Indiana.
- Annual sales \$1-1.5 million.

1985-1987 Standard Equipment & Supply Co. Inside Sales
Maintained customer relations.
Supported outside sales

1982-1987 R & S Cycles

Store Manager

Run Bicycle Shop-sales and repairs

Created/Ran BMX Freestyle Team-performed in at Schools, Bike Shops and Trade shows in Indiana & Illinois

TRAINING Greenfield Industries: Tapping-Drilling School

Norton: Abrasives/Grinding School

Valenite Inc: Spectrum System Technical School

Carboloy Inc Machining Principles and Cutting Tool Technology

Purdue University Calumet, Hammond, IN

IVY Technical Institute, Hammond, IN

Lake Central High School, St. John, IN

Hobbies

Running, Cycling, Renaissance Faires, LARPing,