

STEPHEN JAY ROSENBAUM

1616 Juniper Ridge Loop • Cedar Park, TX 78613
PHONE: 512-745-2027 • EMAIL: Steve@SteveRosenbaum.com

PROFILE

Bottom line focused, detail oriented sales and marketing executive with well rounded offline and online skills. Proven track record shortening sales cycles, improving responses, automating sales, designing CRM and eCRM processes, incorporating social media, leading, training and mentoring sales teams.

Recognized online marketing authority with additional expertise in building materials, and consumer products and services.

"Steve possesses attributes that I believe could prove valuable for companies that might consider his employment.

His knowledge of computers and networking systems is significant. He has a solid work ethic and a positive attitude towards his work assignments.

Steve is an organized individual which allows him to complete his tasks in a timely manner."

Doug Davidson, VP, BMC West

EXPERIENCE

Social Media, Sales and Marketing Strategist

*Austin, TX
1998-Present*

Online marketing expertise utilizing social media, blogging, LinkedIn, Facebook, Twitter, eCRM, CRM, webcasts, and more. Recognized authority building traffic, improving SEO and conversions.

- Featured speaker for Williamson County Association of Realtors Social Media Class.
- Co-Host of ESPN Technology Home Energy Solutions Radio Show.
- Featured in Wall Street Journal and Austin Business Journal.
- Developed online strategy, blogging and social media for Fortune 500 companies, Professional organizations, and companies large and small.
- Successfully sold home online using social media techniques.
- Trained hundreds of people in proper usage of social media, CRM, sales automation and online marketing skills.

Regional Sales Manager

BMC West
*Austin, TX
2007-2009*

Hired as Business Development Liaison and promoted within 12 months to Central Texas Regional Sales Manager.

- Responsible for \$76 million region of lumber, millwork, and building materials.
- Drafted proposal for \$2 million dollar sale to the State of Texas for energy efficiency products.
- Led Sales force of 30+ in implementation of Sandler Selling Skills, CRM and sales automation.
- Responsible for design and implementation of blog and social media marketing strategy.
- Led region in adoption of new technology products and positioning BMC West as leader in Green Building movement.
- Responsible for Government Relations including testifying in Washington DC and Texas State Capital on affect of legislation on building industry and creation of "Green Collar Jobs"
- Worked closely with many organizations and colleges on development of Green Collar training.
- Position was eliminated in September, 2009 as part of BMC West corporate Chapter 11 Bankruptcy restructuring.

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EDUCATION

University of Iowa

Iowa City, IA

B.S., Business Administration,
Computer Science

"Steve has a knack for building relationships and making contact with top decision makers with large Fortune 500 companies as well as National and State government contacts.

I have worked personally with Steve on a large contract with the State of Texas.

Steve is detail oriented, very thorough and a seasoned veteran with contract negotiation, product presentation and overall business professionalism"

Rick Knight, 3M

Sales Manager

Woodgrain Distribution

Mansfield, TX

2006-2007

Build, train and lead a sales force to gain penetration and expand market share.

- Establish focus, implement business plan and strategy to achieve company goals.
- Create tools, procedures and benchmarks to measure success.
- Provide training through ride-alongs, sales meetings and extensive communication.
- Build custom training videos, audio newsletters and other creative tools to help sales team learn new skills and gain confidence.
- Create and maintain large Act! CRM database.
- Create Trade Show Marketing strategy and work the shows.
- Develop selling resources and programs utilizing Excel, digital pictures, video, Act!, Acrobat PDF and Microsoft PowerPoint presentations.

Product Specialist

DW Distribution

DeSoto, TX

2004-2006

- Manage all functions related to sales, marketing and profitability for specialty product line. Build relationships and opened new accounts throughout Texas and Oklahoma.
- Make joint sales calls and support the efforts of sales associates from Pro-Build, BMC West, 84 Lumber, Do It Best, ABC Roofing, Bradco, Norandex, Stock Building Supply and others.
- Call on Architects to provide AIA Continuing Education Program training and to specify products.
- Manage sales efforts of 19 Account Managers and 2 Regional Sales Managers.
- Publish newsletter to over 800 contacts, and track responses resulting in new business every month.

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More About Me

Professional References:
<http://SteveRosenbaum.com/linkedin>

ESPN Radio Co-Host:
<http://GetRatedNow.com/facebook>

Social Media Do's and Don'ts Blog:
<http://SteveRosenbaum.com>

Twitter:
<http://SteveRosenbaum.com/twitter>

Facebook:
<http://SteveRosenbaum.com/facebook>

District Sales Manager

SBR, Inc.
Dallas, TX
2003-2004

Turned around distressed Texas territory by developing and executing a plan to cultivate key account business and augment customer relationships.

- Opened new key account that became the #2 volume customer in the territory.
- Called on end users to create "Pull-Through" sales.
- Trained, motivated and led salespeople to sell my products.
- Built market share by developing relationships with key accounts and taking business away from the competition.

Vice President Sales and Marketing

Lewis, LLC
Chicago, IL
1995-2002

Managed all U. S. and Canadian Sales and Marketing efforts for national consumer brand to national retailers, specialty retailers, gift shops and department stores. Maintained key account responsibility and worked with senior management and business owners. Supervised Regional Sales Manager, Inside Sales, Marketing and nationwide team of sales reps.

- Sold and serviced corporate accounts and national retailers.
- Led sales force consisting of regional sales manager, inside sales department, and 25 independent sales representatives.
- Designed cooperative marketing strategy with other national brands including Kodak.
- Increased sales 158% from \$3.25 to \$8.4 million. Improved Gross Margin by 36%.
- Implemented Inside Sales department that recuperated over \$1 million of lost sales.