

VINCENT A. COLORITO

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EXECUTIVE PROFILE

Vice President Sales and Marketing / Business Development Executive

Revenue Generator ♦ Brand Management ♦ Salesforce CRM

Dynamic Sales, Marketing and Business Development Professional with an excellent record of identifying opportunities, starting businesses and increasing overall corporate revenues. Specializes in forming high-level relationships with business partners that consistently translate into bottom-line profit. With an entrepreneurial approach, excels at enhancing a product's/company's brand and establishing new markets and customers for that product and company. Offers a truly unique business perspective that covers Fortune 500 companies, licensing arrangements, international business/operations and start-up environments. Energetic leader able to expertly lead others to produce excellent results in large and small teams.

Selected Career Highlights

- Exceed business plan by 55% in 2018, while improving gross margin percentage by 23.8% (*Holland LP*)
- Completely revamped the business process, sales team as well as strategic and tactical approach to sales and marketing. This led to an improvement of 12.8% in net profit. [*Kloeckner Metals*]
- Spearheaded the implementation of two new strategic programs; Fabrication Services and Digital Platform for electronic data communication among customer and supplier partners. [*Kloeckner Metals*]
- Increased annual sales from \$68 million to \$106 million over four-year period and raised gross margin from 8.3% in 2009 to +16.7% in 2013. [*Pace Industries*]
- Created/launched new start-up company focused on industrial engineering and material handling that achieved positive cash flow within 14 months with annual revenue of \$17.8 million. [*Fastube LLC*]
- Increased gross margin from 26% to 37% using value analysis techniques applied to purchasing strategy as market-selling prices became more competitive. [*Fastube LLC*]
- Developed new business/product line that led to joint venture subsidiary to handle sales to domestic manufacturing companies such as GM, Ford and Chrysler; revenue the first year was \$3 million growing to \$26 million after 5 years. [*Nissan Trading Corporation*]
- Increased revenue from \$42 million to \$244 million by identifying and developing several new businesses segments. [*Nissan Trading Corporation*]
- Implemented just-in-time distribution and logistics system for imported automotive components. [*Nissan Trading Corporation*]

Areas of Expertise

SalesForce CRM
Business/Program Management
International Business
Strategic Planning/Marketing

Developing Client/Vendor Relationships
Creating Business Plans
Contract Negotiation
P&L Management

Identifying Business Opportunities
Team Building/Management
Budget/Expense Control
Lean Manufacturing/Operations

PROFESSIONAL SUMMARY

Holland LP

Crete, IL

Holland LP is a dedicated engineering-based company servicing the railroad and related industries. Since 1935, Holland has pioneered the delivery of comprehensive and progressive transportation solutions. With flash-butt, thermite and electric technologies; Holland is established as the North American rail welding industry leader \$289 M products and services with locations across North America headquartered in Crete, IL.

Director

2018 to Present

Commercial lead responsible for revenue generation, maximization of gross profit with six direct reports and several indirect.

- Led implementation of Microsoft Dynamics 365 CRM as a tool to achieve increased levels of sales team impact and results leading to a performance of exceeding the business plan by 55% for 2018.
- Reorganized supply chain process to allow increased revenue and profit growth through analysis and refinement of product mix.

Kloeckner Metals, Inc.

Chicago, IL

Kloeckner Metals is a \$7 billion metals processing, fabrication and distribution company; global headquarters is in Duisburg, Germany, North American headquarters in Roswell, GA with over 200 global manufacturing and distribution sites, of which 53 are in North America.

Vice President of Sales and Marketing

2016 to 2017

Responsible for all aspects of sales management, business development, and marketing programs reporting to the General Manager

- Responsible to create revenue generation team to establish long term business relationships for new \$14 MM facility.
- Manage current business of \$135 MM in annual sales for 2016 through nine direct reports; six territory managers, and three product managers.
- Created and successfully launched plan to provide fabrication services and finished parts to existing customer base and introduce fabrication as a new product offering to target new customers.
- Improved net profit by 12.8% year over year from 2016 to 2017.

Pace Industries, LLC

Grafton, WI

Pace Industries, headquartered in Fayetteville, AR, is an integrated company with ten divisions that provide quality die casting, manufacturing and engineering solutions worldwide. Founded in 1970, Pace is North America's largest custom aluminum, zinc and magnesium die caster. Global sales are approximately \$440 million, with 3,200 associates.

General Manager – Sales, Marketing and Customer Service

2009 to 2014

Responsible for all commercial activities including pricing, profit maximization, delivery of customer service

- Executed largest new business award contract for automotive customer (Ford) valued at \$160MM over a six-year period while justifying new capital equipment that led to increased capability and capacity for the corporation overall.
- Evolved new business model focused on turnaround of loss of revenue and profit in 2009 to positive results in 2010, Achieved excellent results into 2013.
- Reorganized customer service team, established training program for the team and monitored effectiveness through monthly reporting.
- Negotiated significant price increases with strategic customers and managed transition plan for customers that were no longer included in the business plan.

Royaltee Marketing, Inc.

Northville, Michigan

Designer, manufacturer and distributor of custom co-branded golf equipment and accessories, primarily merchandise for use as promotional products by corporate partners such as General Motors' Cadillac division. Employs 5 people and generates annual sales of \$650,000.

Owner

2004 to 2009

Interact with corporate sponsors to promote the idea of using premium products as a marketing tool. Finalize contracts and licensing agreements. Arrange fulfillment of product by client or event.

- Conceptualized client-branded golf equipment and accessories as a marketing tool for Cadillac Motor Division to create increased brand awareness without diluting their brand message.
- Marketed and sold the idea of client branded product to top-level GM executives and other corporate clients, dealer groups, and individual dealerships, generating \$1.3 million of revenue.
- Gained in-depth knowledge of brand management strategies, execution techniques, and experiential marketing approaches to evolve the Cadillac brand, beating out well-known incumbent partners such as Callaway and TaylorMade.
- Developed strong relationships with overseas manufacturers through effective communications and financial stability.

Fastube, LLC

Plymouth, Michigan

Fabrication and industrial engineering design company with sales of \$17.8 million. Specializes in customized, modular material handling systems including conveyors, shelving and workstations. Company's main focus is to promote lean manufacturing concepts and continuous process improvement philosophy, systems designs and effective implementations. Key customers in many different industries included Harley-Davidson, GM, Johnson Controls, Lear, Boeing and Dell Computer.

Founder/Owner, Vice President of Sales and General Manager / Member LLC

1999 to 2004

Oversaw day-to-day operations, focused on revenue generation as well as finance, strategic planning, sales and marketing, purchasing, distribution, engineering and production. Managed 35 employees and a budget of \$14.5 million.

- Created/launched new start-up brand and grew annual revenue to more than \$17.8 million in 5 years.
- Carefully crafted, managed and evolved the Fastube brand with detailed attention to brand strategy relative to corporate identity, personnel interactions, events, environments, and appearance.

VAColorito Resume continued

- Overall P&L management, achieving break-even financial position and positive cash flow within 14 months of start-up.
- Increased gross margin from 26% to 37% through the use of value analysis techniques applied to purchasing strategy as market-selling prices became more competitive.
- Developed critical partnerships with suppliers and customers securing the company's advantage.
- Acquired in-depth knowledge of lean manufacturing principles and concepts through internal utilization as well as consultative sales and implementation of these methods with customers and vendors.
- Sold the company at a profit in 2004.

EDUCATION & PROFESSIONAL DEVELOPMENT

ALLEGHENY COLLEGE | MEADVILLE, PENNSYLVANIA

Bachelor of Science | Economics

Concentration in Business Administration, Finance, International Trade and Computers

Member NCAA Div. III nationally ranked golf team