

CHARLES C. NEESE

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VICE PRESIDENT, DIRECTOR, MANAGER: SALES / MARKETING

Played a role in generating \$2.4 billion during career. Negotiated 2,500 contracts with customers.

SENIOR SALES AND MARKETING EXECUTIVE providing 20+ years of B2B and B2C experience in direct mail, retail, wholesale, and wholesale distribution industries. Qualified by expertise in direct mail marketing, brand management and awareness strategies, database marketing, sales improvement strategies, new product innovations, product launches, customer acquisition, retention, and loyalty plans, as well as cost analysis.

Creative leader who is extremely accomplished in direct mail marketing, database marketing, and target market analysis. Solid track record of collaborating with Fortune 1000 companies, developing and shaping new markets, leading outbound call centers and outside sales teams, and managing outside and inside sales activities. Recognized as a revenue-focused leader, an impressive business builder, an effective revenue generator, a change management leader, and a customer advocate.

CORE COMPETENCIES

NEW MARKET DEVELOPMENT • NATIONAL AND GLOBAL SALES PIPELINE DEVELOPMENT
NEW SERVICE LAUNCHES • SALES AND MARKETING DIVISION START-UPS • PROJECT MANAGEMENT • NATIONAL B2B
SALES TEAM LEADERSHIP • MARKET-DRIVEN SPECIFIC PLANS • ACCOUNT MANAGEMENT • STRATEGIC PLANNING
PRICING STRATEGIES • BUSINESS REQUIREMENTS UNDERSTANDING • CHANGE MANAGEMENT

Business Operations • Competitive Advantage Development • Product Profit & Loss Management • Industry Trends, Issues, Events, and Needs • Annual Sales Plan Attainment • Market, Account, Team Turnaround Leadership • Competitive Intelligence Data Analysis • Sales Revenue and Margin Ownership • Training Program Development • Customer Relationships Management • Sales Team Building and Management

CAREER EXPERIENCE

HEALTH RESOURCES / TRUE HEALTH and

BOB LIVINGSTON NEWSLETTER – Cullman, AL.....2008 to 2010

DIRECT MAIL COORDINATOR

Joined a \$60+ million company to spearhead a reorder letter program that produced \$1.7 million in annual profit. Leadership role entailed sales planning and forecasting, B2C marketing campaigns, target and direct mail marketing oversight, list management, print saving strategies, and new product development for three companies. Managed one Direct Mail Fulfillment associate.

- Championed the development of a reorder letter series that grew from 6,000 per week to 18,000 per week, and successfully increased both revenue and ROI results.
- Executed decisions that drastically lowered costs for print and equipment mailing expenses by \$150,000 in 12 months. Leveraged expertise to ensure projects complied with FDA guidelines, and coordinated the work flow of all direct mail activities to meet stakeholder requirements.
- Proofed all direct mail documents which exceeded more than 1.5 million per month to ensure flawless publications, and managed the subsequent distribution.
- Collaborated with external vendors to lower costs by \$216,000 related to printed materials and paper supplies.

84 WEST PRODUCTIONS – Atlanta, GA.....2005 to 2008

PRODUCTION MANAGER

Hired to coordinate trade show events on behalf of The Weather Channel and drove brand awareness and customer retention rates. Focused on trade show planning and coordination, script writing, and customer interactions. Marketing strategy allowed trade show attendees to receive a DVD with a mock “live performance” which they were able to show to other people.

- Member of small production company that successfully increased brand awareness for The Weather Channel and their various shows. Leveraged creativity to drive traffic to the trade show booth.
- Contributed to seamless tradeshow events by coordinating the shipment of all equipment and setting up tradeshow booths across the US.

MEYER DECORATIVE SURFACES – Atlanta, GA2000 to 2004

CORPORATE MARKETING DIRECTOR

Staff: 206 Direct Reports – Outside Sales Representatives, Inside Sales Representatives, Regional Manager, Outbound Telemarketing

Brought on board to establish a new direct mail monthly catalog program and accelerate business among 50,000+ target customers. Started up a new seven-person call center that obtained specific information on the customer base in order to support sales growth among cabinet and furniture manufacturing companies and professional woodworkers. Contributed to growth through concentration on direct mail target marketing, call center management, new market development, tradeshow planning and management, and staff hiring and supervision.

- Played a role in corporate sales increasing from \$600 million to \$900 million in three years.
- Spearheaded a direct mail campaign that targeted 51,000 businesses spanning from Boston to Miami to Little Rock, Arkansas.
- Facilitated national and regional tradeshow for 31 branch offices, and helped galvanize brand recognition among the business community.
- Developed marketing strategies that deepened penetration with existing accounts and captured business with new customers.

HGH HARDWARE SUPPLY – Birmingham, AL.....1992 to 2000

CORPORATE MARKETING DIRECTOR / INSIDE SALES MANAGER

- Instrumental in pushing annual sales from \$13 million to \$60 million in eight years by recruiting an additional eight sales professionals.
- Boosted annual sales performance by championing a successful direct mail monthly catalog program that was well-received by existing and new customers.
- Member of team that opened a new location in the lucrative Atlanta area, and enabled company to deliver products to customers each day. Efforts solidified corporate brand and helped increase sales.
- Initiated internal tradeshow that were attended by as many as 2,000 customers.

EBSCO MEDICAL INFORMATION – Birmingham, AL1988 to 1992

GENERAL MANAGER

- Joined a start-up company that marketed more than 350 medical journals via CD-ROM to specific physicians. Planned and orchestrated national tradeshow events that served as a primary marketing tool.
- Authored a new marketing brochure that was distributed to hospital libraries, internal physicians, and family practitioners across the nation.
- Launched a successful outbound cold calling program to market medical journals to physicians.

EDUCATION

Bachelor of Science, Business Administration, Marketing and Advertising
Troy University, Troy, AL