

# **SAM WILEY**

**Phoenix, AZ 85016 ✧ 602-228-2987 ✧ Sam@skyfired.com**

## **PROFESSIONAL SUMMARY**

- Energetic and motivated with strong sales and negotiation skills
- Highly-skilled in entrepreneurship, networking, customer service, training, marketing, and sales.
- Self-motivated and strategic thinker
- Professional in marketing / competitive research
- Energetic expertise in building customer loyalty and long-term business relationships
- Experienced trainer in technical sales and problem solving
- Advanced MS Office (Word, Excel, Power Point, Outlook) Quick Books, MAC, PC and Internet research.

## **AREAS OF EXPERTISE**

- **BILINGUAL IN SPANISH SPEAKING AND WRITING**
- **EXCEPTIONAL TIME MANAGEMENT**
- **BUILDS AND MAINTAINS RELATIONSHIPS**
- **STRATEGIC ACCOUNT DEVELOPMENT**
- **STRONG INTERPERSONAL SKILLS**
- **EXCELLENT AT MULTITASKING**
- **EXTENSIVE TRAVEL EXPERIENCE**
- **RELATIONSHIP SELLING**
- **CONTRACT NEGOTIATION**
- **BUSINESS TO BUSINESS SALES**
- **NEW BUSINESS DEVELOPMENT**
- **STRONG PRESENTATION SKILLS**
- **CRITICAL THINKING**
- **ORAL COMPREHENSION AND EXPRESSION**
- **ANALYTICAL PROBLEM SOLVER**
- **EXCELLENT ORAL WRITTEN AND COMMUNICATION SKILLS**
- **TERRITORY MANAGEMENT**
- **DIVERSE PRODUCT SALES KNOWLEDGE EXPERIENCE**
- **COMPLEX SALES NEGOTIATION**

## PROFESSIONAL EXPERIENCE

### **PART OWNER/BOOKING AGENT/ MARKETING MANAGER/LICENSING AGENT ✧**

**AUGUST 2009 – DECEMBER 2020**

✧ Phoenix, AZ

- ◆ Served as an independent primary booking agent for independent record label.
- ◆ Responsible for creative marketing campaigns for the entire company.
- ◆ Head of all music licensing for record label successfully landing placements.
- ◆ Negotiated all contracts for sponsors.
- ◆ Served as the tour manager for multiple artist groups.
- ◆ Head booking agent and coordinator for all national music festivals.
- ◆ Responsible for complex artist marketing and band development.
- ◆ Negotiated fees, rates, usages, dates and contractual agreements and riders on behalf of bands and artists.
- ◆ Consulted and Networked with hundreds of concert and music venues for over the past 10 years.
- ◆ Responsible for writing press releases and media relations.
- ◆ Assisted in complex negotiations between talent buyers and executive agents.
- ◆ Planned and coordinated all PR, radio and television events for several bands and artists.
- ◆ Responsible for scheduling and collecting all payment on shows, events, and festivals.
- ◆ Built positive and lucrative relationships with labels, promoters, artists, tour managers, artist managers, venues and radio personalities.
- ◆ In charge of all social media including but not limited to Facebook, Twitter, Instagram and Youtube.
- ◆ Creative director of music video production.
- ◆ Overall excellent knowledge of artist management services, licensing, marketing, distribution and publicity within the music industry.

### **BORDERLAND EXPORT ✧ August 2005 – Current**

**VICE PRESIDENT AND VP OF SALES MANAGEMENT ✧ United States, Latin America**

Achieved sales growth in the United States, Latin America (Mexico, Central America, South America and the Caribbean Region) by conducting and receiving sales calls and emails to promote, provide service and sell industrial equipment and after sales to existing and future customers in the Equipment Industry.

- ◆ Responsible for the maintenance and growth of extensive distributor networks throughout the United States, Mexico, Central America, South America and the Caribbean region for several companies including but not limited to Northrock, Allmand Brothers and Subaru Industries.
- ◆ Generated \$24,562,424 in sales between 2009 and 2017.
- ◆ Created large scale sales strategy which substantially increased revenue in United States and Latin America Markets
- ◆ Research, develop an advanced extensive data base per country of sales companies involved in the industry.
- ◆ In charge of all preparation of quotations, preparation of invoices, received customer purchase orders, prepared and submitted vendor purchase orders, coordinated shipment and export documentation.
- ◆ Collect sales payments and monitor credit performance.
- ◆ Head director of 2-3 trade shows per year for 12 years providing vendor assistance for the United States, Latin American and Caribbean visitors in product presentation and sales.
- ◆ Execute all product training to customer base overall increasing revenue for Borderland.
- ◆ Highly involved in helping Latin American customers obtain new product lines for representation and growth.
- ◆ Administer all vendor warranty for all customers.
- ◆ Traveled extensively throughout United States, Mexico and Central America.
- ◆ Generate interest from customers by conveying key product benefits and attentively listening to customers and being responsive to their needs.
- ◆ Increased organizational sales by analyzing market trends to slash costs and increase profit margins.
- ◆ Excellent rapport with USA manufactures to help develop and increase overall sales for all companies involved.

**HATSHE CBD PRODUCTS ✧ April 2019 – Current**

**NATIONAL SALES ACCOUNT MANAGER / LATIN AMERICAN SALES DEVELOPMENT ✧ United States, Latin America**

- ◆ Responsible for growing brand penetration for Hatshe CBD products in the United States.
- ◆ Developing new business relationships with stores, brokers and distributors for CBD based products in the United States.
- ◆ Create large scale CBD sales strategy in United States and Latin America Markets
- ◆ Research, develop and continuing to partner with companies and investors getting involved in the CBD industry in Latin America.
- ◆ Travel throughout United States, Mexico and Central America for meetings on the future of CBD in Mexico and Latin America.
- ◆ Actively creating partnerships with Latin American companies and Investors
- ◆ Excellent rapport with USA growers to help develop and increase overall sales for all companies involved.

**MARTA G. WILEY STUDIOS ✧ January 2007 – December 2017**

**MANAGER AND DIRECTOR OF SALES ✧ Phoenix, AZ**

Served as the Manager of International Renowned Artist Marta Gottfried. Achieved sales growth by utilizing marketing skills, analyzing market trends, conducting and receiving sales calls and emails to promote, sell and ship art works to customers and companies in art industry in the USA and around the world.

- ◆ Manage existing dealer network, Implemented cold-calling, email correspondence, lead generation, networking, and account management to expand customer base and achieve monthly sales.
- ◆ Research and development to maintain extensive data bases per City, State, and Country for sales with art galleries and art companies involved in the industry.
- ◆ Named exclusive dealers for the artist's original paintings, posters and limited editions.
- ◆ Increased artist dealer network by 60%.
- ◆ Conducted all negotiations, quotations, preparation of invoices, coordination's, shipments and export documentation.
- ◆ Responsible for landing several major publishing deals with large art companies and publishers in the art industry.
- ◆ Successfully licensed art work to several high end companies including Andrews Blaine, Borders and Barnes & Noble.
- ◆ Handled all contract negotiations with several art publishing companies and licensing companies.
- ◆ Head director of several trade shows around the country for 10 years responsible for all marketing, logistics and sales.

**BLACKMORE COFFEE ✧ Jan 2017 – April 2018**

**SALES REPRESENTATIVE / IMPORT MANAGER / USA PARTNER ✧ Phoenix, AZ**

- ◆ Assisted in launching Blackmore Coffee machines and compostable capsule coffee products in the United States.
- ◆ Responsible for partnering and contracting with fulfillment center to hold inventory and ship product.
- ◆ Assisted in building ecommerce website to function seamlessly with the fulfillment center platform.
- ◆ Responsible for launching Ecommerce Website and building and launching all Social Media sites.
- ◆ Responsible for sales and distribution of product into hotels and businesses across the United States.

**CASA APPAREL ✧ Dec 2016 – Nov 2018**

**PRESIDENT AND OWNER ✧ Scottsdale, AZ**

- ◆ Conceptualized, created and launched Ecommerce Website.
- ◆ Created LLC and established a detailed business plan for successful online sales.
- ◆ Responsible for partnering and contracting with fulfillment center for print on demand and shipment of products around the USA.
- ◆ Successfully created marketing platform of highly detailed auto generated Ad campaigns with Social Media accounts included Facebook, Instagram, Twitter and YouTube to generate online sales.
- ◆ Head of all marketing, design and distribution.
- ◆ Strategic market analysis and price setting to increase margins and compete effectively in the online apparel marketplace.
- ◆ Successfully negotiated acquisition of company while maintaining equity share in the business

## **EDUCATION**

**NORTHERN ARIZONA UNIVERSITY** – Flagstaff, AZ ✧ **ADVANCED DEGREE (BS)** – 2005  
BACHELOR INTERNATIONAL BUSINESS ✧ Concentration Latin America