

Michael Pizzimenti, MBA

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Executive Leadership – Strategic Planning & Execution – Business Development – Sales & Marketing Product Management – Pricing Strategies – Brand Strategy Management – P&L Responsibility

Finance savvy senior-level executive and top revenue driver with over 15 years of success in building and growing diverse lines of business. Maximizes profitable revenue and sales volume by penetrating new markets to accelerate company expansion, advancing market share against top competitors, building brand awareness, and controlling costs while increasing income. Achieves operational excellence by building productive third-party relationships, deploying expert planning, leveraging supportive resources, and establishing results-focused objectives and timetables. Consistently delivers successful outcomes during times of crisis and uncertainty in fast-paced environments.

Serves as a trusted business partner to executives, management teams, organizational partners, and relevant staff. Identifies hidden opportunities and develops creative problem-solving solutions by collaborating with key stakeholders. Leverages adaptive leadership techniques to energize and transform individuals and groups into dedicated teams focused on achieving aggressive goals and objectives. Additional competencies include:

- eCommerce
- Category Management
- Product Placement Strategy
- Sales, Channel & Marketing Strategies
- Process Improvement
- Channel Conflict Resolution
- Distribution Partner Strategies
- Communication of Brand, Mission, & Vision

CAREER SYNOPSIS

Enesis USA, LLC, Los Angeles, CA

2022-2024

An award winning FMCG company headquartered in Jakarta, Indonesia providing health and wellness products from mosquito repellents and aromatherapy products to sachets and ready-to-drink (RTD) functional beverages.

GENERAL MANAGER, NORTH AMERICA (2022-Present)

Reporting directly to Chairman, lead North American business including Marketing, Finance, Sales, and R&D teams. Opened new headquarters, and established business license, California registration and seller's permit, allowing company to operate legally in the U.S. Created employee handbook, policies, insurance, 401K plan, and implemented systems to support payroll, benefits and accounting. Oversee external positions including legal, accounting, design, compliance, and broker/distributors.

- Launched new brand Scrubber, a probiotic and high fiber beverage, in under nine months, now in over 400 stores in NYC and 100 stores in Los Angeles.
- Gained increased brand exposure to over 10 million people by establishing e-commerce for product through Shopify branded website, Amazon, Walmart.com, and Rangeme.com – a wholesaler website used by Target, Walgreens and CVS.
- Avoided three years of corporate penalties by clearing up company's IRS collections status.

Doria International, Inc., Los Angeles, CA

2012-2022

An organization operating in the consumer electronic equipment industry providing mobile accessories focused on protection, power, trend and style.

VICE PRESIDENT, SALES & MARKETING (2017-Present)

Lead strategic planning for account growth, channel conflict management, international strategy, and R&D for sustainability efforts. Conduct daily P&L reviews based on accounts, marketing and third-party teams. Manage \$4 million in advertising/media budgets and report to General Manager.

- Fostered sales to over \$30 million from under \$250,000 by utilizing existing products and relationships to garner placement and broaden distribution, developing new retailer relationships, and creating new products and categories.
- Grew ecommerce to over \$10 million from \$0 through SEO, PPC, earned media, paid media, and influencer marketing development.
- Drove over \$1 million in sales, championing both made in USA and biodegradability efforts for Raptic through Amazon, RapticStrong.com, Best Buy, and Verizon by launching the first made in USA biodegradable phone case in the market.
- Drove \$500,000 in sales in the first six months of the Noémie product launch by expanding product offerings 5x in first year, becoming the top iPhone 13 model series cross body case on Amazon in five months, after never having launched a product under this brand.
- Produced \$100,000 in sales in under six months by opening the UK market for Raptic phone cases by researching, contacting, and developing a relationship with a new distribution partner.

- Grew 50% in four years by overseeing the global sales organization including Australia, Israel, EU, Mexico and Latin America, training and guiding the sales team on marketing pitches to garner new placement and greater market share in each territory.
- Accomplished over 10% operating profit in three of last five years (including Covid years) by improved and more collaborative forecasting to reduce air shipments vs. ocean freight.
- Achieved status as climate neutral/carbon neutral by establishing Raptic brand as aligning with current social consciousness.
- Broke into the top 100 items on Amazon.com by launching new SEO, PPC, and display advertising strategies, representing the only product to maintain MSRP in the top 100.

DIRECTOR, SALES & MARKETING (2012-2016)

Led 3PL and distributor relationships and a team of four. Managed product line retail sales and marketing for Americas, EMEA, and eCommerce sales for Americas, EMEA, and Japan. Focused on aligning the distribution network and strategy, increasing retail presence and brand awareness, and growth plans. Created go-to-market and product roadmap strategies. Defined and executed growth strategy while maintaining brand reputation, pricing integrity, and channel conflict measures. Launched the first X-Doria product line. Reporting to the General Manager, managed a \$500,000-\$1 million annual advertising and marketing budget.

- Accomplished \$30 million in sales by managing relationships with tier-one US and Canada accounts Walmart, Target, Best Buy, Meijer, The Source, and telecommunication accounts Verizon, T-Mobile, and Rogers.
- Drove sales to over \$10 million in six years (from \$0) while maintaining profitability by managing internal eCommerce specialists to build the online presence of Raptic and Noémie.
- Realized \$3+ million annually in special marketing/placement programs and increased brand presence by building in-store awareness and performance globally in retailers, including FNAC, MediaMarkt, GDT, Harvey Norman, JB Hi-Fi, Bic Camera, and managing sales rep firms for placement, sell-thru, and account marketing efforts.
- Accomplished \$2 million in annual sales and #1 market share by developing and launching Apple Watch accessories at Best Buy to take a leadership position in smartwatch protection sales.
- Reached 80% inventory under 180 days by ensuring proper product allocation, inventory management, and distribution to tier-two and -three accounts utilizing efficient and effective forecasting and by partnering with the supply/demand planning team.
- Achieved share of voice of over 20% and maximized consumer awareness in a space that has over 50 different relevant brands by coordinating with PR, influencer, and advertising agencies around new product launches.
- Delivered over 10% operating profit by defining the brand position, strategy, and unique selling proposition for Raptic brand globally.

TruEnergy, LLC, Santa Monica, CA

2011-2015

An organization that launched headphones focused on elegant and trendy styles geared to a young demographic that was underserved in the market.

PRESIDENT/CEO & CO-FOUNDER (2012-2015)

Managed complete product development lifecycle, marketing, brand development, sales, imports, customs and strategy. Created a lifestyle brand to address a gap and positively influence the market. Sourced, negotiated, and developed products with third-party manufacturing and design houses. Maintained authority over \$500,000 in P&L and overall business operating profit line while overseeing a \$100,000 budget. Worked closely with accountants for year-end reporting, tax filings, and balance sheet management.

- Cultivated \$500,000+ in initial launch revenue at Target for a new headphone brand by sourcing the product and spearheading the branding while working side-by-side with the buying team at Target.
- Obtained \$500,000+ in sales by spearheading relationships and account placement at Target, Amazon, tier-two, and -three retail and by managing and contracting 3rd party logistics (3PL) and distributor relations to ensure proper product allocation, inventory management, and distribution.
- Fostered a 20% operating profit by creating a brand position focused on a lifestyle and image for the target demographic.

MP360 Consulting, Los Angeles, CA

2011-2013

Consulting firm specializing in new brand strategy, product strategy, channel research and development.

MARKETING CONSULTANT (2011-2013)

Leveraged marketing, product, and sales experience to guide early-stage companies and reposition mature companies entering the market. Clients included Gwee, Tylt, and GreenDotPure. Created key pitch decks for retail selling, investor meetings, and strategic presentations. Collaborated with the leaders of each company to devise standards and performance metrics to ensure new product launch success. Provided key insights on packaging and product design relative to industry standards and product presence.

- Boosted early-stage brand awareness by devising social media and web development strategies.

- Improved clients' resource investments by providing valuable research on market conditions and sizes, growth trends and projections, and competitive landscape to better address and focus on category and subcategory growth areas.

Belkin International, Los Angeles, CA

2007-2011

A consumer electronics and networking company producing mobile and computer connectivity devices and peripherals for consumer and commercial use.

DIVISION MANAGER (2010-2011)

Directed a team of three product managers to execute innovative product and marketing strategies. Commanded global P&L initiatives for categories encompassing more than 300 individual products. Teamed with worldwide marketing and design teams to launch state-of-the-art branding that elevated sales and secured incremental placement for a myriad of mobility products. Promoted brand awareness by executing product placement strategies across international retail corporations. Reported to VP of Regional Product Management.

- Generated over \$300 million in annual revenue through a combination of NPI, expanded distribution channels, and placement depth.
- Grasped over 20% in market share for mobility products in North and South America against top competitors, leading the division to the highest-ranking position through partnering with retailers to build credibility and trust and by mitigating channel conflict.
- Captured #1 position in mobile power by creating new bundle items and gaining placement in Target and Best Buy.

SENIOR PRODUCT MANAGER (2008-2009); **PRODUCT MARKETING MANAGER** (2007-2008)

Directed P&L for mobile solutions business unit comprised of three product codes/categories and 100+ individual products. Assessed market conditions to develop successful product lines that met and exceeded consumer demands. Cultivated growth of assistant product managers by providing adept leadership and guidance. Reported to the Director of Product Management.

- Grew revenue \$150+ million annually by capturing market share in FM transmission category through technology developments and expanded placement.
- Achieved over \$50 million annually as category captain for Walmart mobility product groups, determining and advising optimal business plans to support category management. (Helped buyer become the first in electronics history to outsell milk in a week.)

The Topps Company, Inc., New York, NY

pre2000-2006

A manufacturer of chewing gum, candy, and collectibles.

SENIOR BRAND MANAGER (2005-2006) | **BRAND MANAGER** (2001-2004)

Led a team of three and directed P&L of \$100 million for more than 75 product releases. Teamed with general counsel on key trademark and license registrations. Fostered strategic partnership with McDonald's All-American Game that capitalized on sampling and advertising opportunities across multiple product lines and future star athletes. Attained key marketing partnerships with celebrities and athletes to effectively promote brand awareness. Created brand management training material still used by senior management. Reporting to General Manager, managed a budget of \$7 million.

- Increased annual sales to over \$100 million by launching new products spanning multiple price points and consumer demographics.
- Elevated revenue \$11 million by developing new brands for a basketball product line.
- Saved \$500,000 annually through expert negotiation of NBA licensing contract, reduced competitors 33%.
- Championed \$500,000 in sales by initiating an inaugural collector's edition poker chip line.
- Reduced production costs 25% through manufacturing efficiencies while enhancing product content by establishing an autograph program and working with development teams on layouts, cross-brand/sport printing, and printing process technologies.

Early career with Topps as assistant brand manager, sports editor, field representative and media relations intern with Orlando Magic

EDUCATION, TECHNICAL PROFICIENCIES & INTERNATIONAL EXPOSURE

Pace University, New York, NY

Master of Business Administration, specializing in Financial Management

SUNY Cortland, Cortland, NY

Bachelor of Science in Physical Education, concentration in Sports Management; Finance & Economics minors

Rockland Community College, Ramapo, NY

Associate of Arts in Business Administration

Zoom, Skype/Teams, Slack, Asana, Google Suite, MS Office Suite, Trello, Shopify, Helium10, MobiusX, Agile, Basecamp

Extensive traveler, having been to 40+ countries and all seven continents.