

▪ANN M. KIENZLE▪

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PROFESSIONAL EXPERIENCE

Imagination International, Los Angeles, California

2006-2008

National Sales Manager

- Launched Specialty division for a mass market focused vendor
- Recruited, trained, and managed 60 person sales team
- Negotiated with catalog, internet, large specialty, and mid-tier accounts
- Participated in product development for new and existing product
- Created sales and marketing programs, deals, and training materials
- Wrote all copy for catalog, sell sheets, and sales material
- Coordinated and planned all trade shows and sales meetings

Puzzle Zoo, Santa Monica, California

2006

General Manager—Dallas, Texas

- Managed and maintained product selection and inventory levels
- Set up store and merchandised ever-changing product assortment
- Managed day-to-day operations of retail store
- Hired and trained all staff members including management
- Supervised construction of 4500 square foot retail store
- Planned grand opening celebration in coordination with local charity

HaPe International, Alberta, Canada

2005-2006

National Sales Manager

- Played integral role in every aspect of launching 5 brands to the U.S. market
- Recruited, trained, and managed 52 person sales team
- Created sales and marketing programs, deals, and in-store training guides
- Negotiated with catalog, internet, and large specialty accounts
- Coordinated and planned all trade shows and sales meetings

Lorraine Bozeman and Associates, Los Angeles, California

2004-2005

Independent Sales Representative

- Represented and balanced the needs of 25 toy manufacturers for over 50 toy and gift accounts
- Achieved 30-300% growth with top four brands
- Managed inventory levels and provided sell-through analysis in order to assist with order writing
- Assisted accounts in all aspects of merchandising; including negotiation of shelf space and implementation of new products, programs, and promotions
- Attended all trade shows and sales meetings

BRIO Corporation, Germantown, Wisconsin

2000-2003

District Sales Manager

- Created and implemented a company-wide Customer Win Back and Loyalty Initiative
 - Coached, trained, evaluated, and assisted 3-4 Territory Managers in every aspect of their job
 - Conducted all Territory Manager responsibilities for 55 accounts with over 75 locations while supervising the western district
 - Coordinated national sales meeting, semi-annual call centers, and trade shows
 - Act as a liaison between sales team, account base, and headquarters
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BRIO Corporation, Germantown, Wisconsin Con't.

1998-2000

Territory Sales Manager

- Managed account inventory and provided sell-through analysis in order to assist with order writing
- Presented features and benefits of all BRIO, PLAN, and Erector product lines and promotions to buyers to gain distribution
- Assisted accounts in all aspects of merchandising; including negotiation of shelf space and implementation of new programs and promotions
- Educate retail staff with Good Toy Workshop trainings

1997-1998

Sales Associate

- Provided sales coverage in vacant territories throughout the country
- Trained in each area of the company including credit and warehouse

1996-1997

Customer Service Representative

- Coordinated internal implementation of new BRIO Baby product line
- Responded to and resolved questions and complaints from consumers, retailers, and territory managers
- Managed all written consumer correspondence
- Administered co-operative advertising program

PROFESSIONAL ASSOCIATIONS

- ASTRA
- Women In Toys

PROFESSIONAL ACHIEVEMENTS

- 2004 Top Sales Increase Worldwide, BRIO Corporation
- 2002 Employee of the Year, BRIO Corporation
- 2000-2002 One of the top five sales performers, BRIO Corporation
- Completed Integrity Selling and Performance Management courses

EDUCATION

St. Norbert College, DePere, Wisconsin
Bachelor of Arts: Communication, 1995
Minor: Business Administration

REFERENCES

Available Upon Request