




Michael R. Grant

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EDUCATION

Utica College
Business Management
Certification Course
2001 - 2003

Dale Carnegie
Sales and Marketing Management
1995, 1996, 1997

Maryland University Overseas
B.A. Business Management
1987 - 1990

United States Air Force
Rhein Main Air Force Base, Germany

SKILLS

Skilled communicator
Product development and marketing
Accomplished in relationship selling
Territory and team management
Proven Sales Record
Self-sufficient
Brand awareness development
Situation adaptiveness

AWARDS

Rocky Brands Inc.
Earned Rocky Peak Performance awards
for growth in 2014 and 2105

Propper Inc.
Top Category Award 2011
Top 5 Performer Award 2011 and 2012

PROFESSIONAL PROFILE

Seasoned sales professional in both national and international sales with extensive travel throughout the United States, Northeast and Canada. Mid-level and senior-level sales management experience and a solid understanding of business management applications, including sales, marketing, territory management, product development, product demonstration, team hiring and training and client development and retention.

EXPERIENCE

Vice President of Sales and Marketing Cougar Tactical LLC, Abu Dhabi, UAE August 2015 – December 2019

- Building and re-developing Cougar Tactical and introducing to US market.
- Responsible for renewal of product development, pricing, marketing program, trade show development, catalog improvement and product placement, hiring of sales team, product training, sales representative travel and personal territory.
- Infrastructure for processing orders, sale force activity, warehouse product availability.
- Identify and develop sales strategy for business while identifying problems and improvements.
- Worked closely with corporate office in Abu Dhabi, office in Beaver Creek and third-party warehouse.
- Managed sales team, US operations and US customer service.
- Managed customer relationships and participated in strategic distributor opportunities.
- Extensive travel of personal territory, sales representative territories and large opportunities.

Territory Sales Manager Rocky Brands Inc. Columbus, Ohio February 2013 – August 2015

- Territory Sales Manager responsible for all Rocky Brand category sales Rocky outdoor, work, commercial military, law enforcement both in footwear and apparel.
- Territory consisted of New York, New York City and Long Island.
- Increased sales 143% between 2013 and 2015, versus company objective of 20% per year. Ranked among top ten sales representatives.

Territory Sales Manager Propper, Inc., St. Louis, Missouri March 2011 – March 2013

- Territory Sales Manager responsible for apparel, hard good and footwear sales in the Northeast US (7) States and Northeastern Canada (International)
- Dealers consisting of law enforcement, military, sporting goods, work and construction dealers.
- Increased sales 61% from \$1.3 million to \$2.1 million ranked among top five sales representatives.

5.11 Tactical

2008- 2009

5.11 Tactical Salesman of the Year

2006 -2007

5.11 Tactical 1st, 2nd, 3rd
Quarter Sales Award

2005

5.11 Tactical 1st, 2nd, 3rd, 4th
Quarter Sales Award

Territory Sales Manager

5.11 Tactical, Inc., Modesto, California

February 2004 – December 2009

- Territory Sales Manager responsible for the sales of apparel, hard goods and footwear sales in the Northeast US (4) States and Northeastern Canada.
- Dealers consisting of law enforcement, military, sporting goods, work and construction dealers.
- Responsible for NEW sales development of the 5.11 brand in the US and Canada (International).
- Increased overall sales and development of 5.11 Tactical product lines from \$250K to \$4.3 million in the United States and new sales in Canada of \$1.5 million.
- Ranked two in overall growth and sales for five straight years.