

STEPHEN F. HOLLINSHEAD

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PROFILE

Sales and Marketing Leader with Fortune 500 company experience. Proven ability to provide effective leadership to grow market share, revenue and operating profit in highly competitive industries. Recognized change leader consistently promoted to lead cross-functional teams to revive underperforming products and market segments. Demonstrated proficiency to create strategic and global account relationships with Fortune 500 customers. Successful and reliable experience in managing national sales organizations including direct and independent reps, developing new distribution channels and strengthening customer relationships.

COMPETENCIES

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|---|--|--|
| <input type="checkbox"/> Sales Effectiveness | <input type="checkbox"/> Change Leadership | <input type="checkbox"/> Channel Management |
| <input type="checkbox"/> Account Management | <input type="checkbox"/> Market Analysis | <input type="checkbox"/> Team Building |
| <input type="checkbox"/> Business Development | <input type="checkbox"/> Customer Segmentation | <input type="checkbox"/> Product Positioning |
| <input type="checkbox"/> Project Management | <input type="checkbox"/> P & L Management | <input type="checkbox"/> Process Improvement |
| <input type="checkbox"/> Strategic Marketing | <input type="checkbox"/> Cost Control | <input type="checkbox"/> Six Sigma |

EXPERIENCE

Aetna Plywood, Inc. Maywood, IL

Director of Sales and Marketing

12/2012 - Present

Responsible for corporate leadership of sales and marketing execution for \$100MM+, regional, multiple location wholesale building materials distribution organization.

- Delivered new and sustainable sales growth to surpass pre-2008 top-line metrics.
- Achieved higher gross profit deliverables through new growth initiatives.
- Reorganized sales and marketing organizational structure to optimize diverse sales and specifications teams across all branch locations.
- Implemented new sales force automation and business analytics to improve sales and marketing effectiveness.
- Created exclusive managing processes to drive sales team selling effectiveness.
- Refined sales process and selling methodology to execute “defend and grow” strategy.
- Introduced unique marketing and promotional mix to drive customer intimacy and retention.
- Orchestrated new practices to strengthen relationships and enhance value of critical vendor base.
- Instituted plan to recognize “value of partnership” with strategic and target account base.
- Developed opportunity identification and project tracking model to insure demand capture and fulfillment throughout geographic footprint.

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Parkland Plastics Middlebury, Indiana

Vice President Commercial Sales

12/2009 – 12/2011

Responsible for creation and leadership of new commercial business model targeting North America corporate accounts to deliver sales of Plas-Tex®, DuroLux® and SpectraTile® branded products.

- Delivered new sales growth during tenuous economic recovery.
- Orchestrated route to market and channel management solutions to fit market space needs.
- Developed strategic national distribution footprint including independent wholesale building materials distributors and channel specialists.
- Drove generation of new specifications across target market segmentation strategy.
- Implemented new solutions strategy to drive differentiated sales growth across healthcare, education and corporate space market segments.

E.I. DuPont de Nemours and Company Wilmington, Delaware

N A Commercial Corporate Accounts Manager – DuPont Building Innovations

8/2008 – 12/2009

Responsible for leadership of company sales team targeting North America corporate accounts to deliver sales of Corian®, Zodiaq® and Tyvek® branded products.

- Delivered 2% sales growth during economic downturn.
- Managed selling expenses down to 85% of original budget while growing customer relationships.
- Secured 400 registered corporate accounts.
- Achieved record setting number of specifications for custom product.
- Led successful sales team redesign project team.
- Devised new solutions strategy to drive differentiated sales growth across healthcare, education and corporate space market segments.
- Facilitated creation of new McGraw-Hill data driven dashboard.

National Sales Manager – DuPont Commercial Surfaces

6/2001 – 8/2008

Responsible for leadership of company sales team targeting North America commercial segment to deliver sales of Corian®, and Zodiaq® branded products.

DuPont Marketing and Sales Excellence Award (2005)

- Reversed sales decline and delivered 9% CAGR from 2002 to 2007.
- Improved margin contribution and achieved highest pocket price for business unit.
- Increased overall market share by 12% against aggressive in-kind competition.
- Built high performance sales team to deliver sustainable sales growth.
- Devised successful strategy to target and grow 300 strategic national accounts.
- Initiated collaborative teamwork across EMEA and AP business units to identify strategic global customer relationships.
- Facilitated development of new Corian® roof tile replacement strategy and product offering.

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- Facilitated development of new Components strategy and product offering.
- Led successful sales transformation project team.
- Implemented first pilot for sales force automation initiative to business unit.
- Delivered process improvement and created performance management discipline and metrics.
- Created and implemented distributor functional compensation program.
- Led “Main Street” sales strategy execution.

Commercial Enterprise Manager – DuPont Corian® Solid Surfaces

8/2000 – 6/2001

Responsible for implementation of new strategy to prepare commercial business unit for breakthrough sales growth of Corian® solid surfaces.

- Formalized strategic execution plan to deliver demand creation and capture results across healthcare, education, foodservice/retail and transportation market segments.
- Refined channel infrastructure to drive sustainable commercial sales growth.
- Led market analysis, VOC surveys and customer segmentation initiatives.

Decorative Surfaces International Dupo, Illinois

Business Manager – Lightweight Papers/Extruded Vinyl

1/1999 – 8/2000

Responsible for leadership and P&L performance of growing \$12MM lightweight papers and extruded vinyl business unit.

- Created strategic sales and marketing plans to deliver global sales objectives from target accounts across kitchen and bath, contract furniture, store fixture and specialty extrusion market segments.
- Developed in-house training program.
- Commissioned market research studies to support strategic growth initiatives.

Pioneer Plastics Corporation Auburn, Maine

Business Manager – Pionite® Solid Surfaces

4/1997 – 1/1999

Responsible for leadership and P&L performance of new \$8MM private label Pionite® solid surfaces business.

- Created sales and marketing strategies to position new brand and value proposition.
- Designed proprietary commercial product offering.
- Developed and implemented merchandising and collateral to support national launch.

National Accounts Sales Manager – Pionite® Decorative Laminates

8/1996 – 1/1999

Responsible for management of \$25MM corporate national accounts business.

- Developed sales execution strategies to drive new sales growth across office furniture, foodservice, retail and national postformer target accounts.

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Belwith – Keeler Grand Rapids, Michigan

Regional Sales Manager – Decorative Hardware (Belwith®, Keeler Brass®, Period Brass®)
8/1993 – 8/1996

Responsible for management of Midwest based OEM, Industrial and Distributor accounts.

2 Million Dollar Sales Award (1995)

- Increased territory revenue from \$1.5MM to \$6MM within 3 years
- Developed 16 new OEM accounts
- Managed channel mix including wholesale distributors and independent rep agencies.
- Designed industry first merchandising and collateral program for national launch.

Pioneer Plastics Corporation Auburn, Maine

8/1987 – 8/1993

North America Architectural Specifications Manager – Pionite® Decorative Laminates
Regional Sales Manager – Pionite® Decorative Laminates

Wilsonart Temple, Texas

2/1980 – 6/1987

Territory Manager / St. Louis Region – Wilsonart® Decorative Laminates
Territory Manager / Chicago Region – Wilsonart® Decorative Laminates
Warehouse Manager / Detroit Region – Wilsonart® Decorative Laminates

EDUCATION

Post Graduate Certificate
Innovative Distribution
Supply Chain Management Technology
Purdue University

Executive Master of International Business
International Business
Beta Gamma Sigma
Saint Louis University

Post Graduate Certificate
Project Management
Keller Graduate School of Management

Master of Science in Administration
Management
Central Michigan University

Bachelor of Science in Business Administration
Marketing
Wayne State University