



Zachary B. Gatch

Professional Salesman : Entrepreneur : Change Agent
Communicator : Training Specialist : Brand Evangelist : Data Nerd

I am a sales and marketing professional. I have manufacturing, distribution and CPG/retail knowledge with a unique skill set that includes training, process and system improvement, and technological data driven solutions.

LET'S CONNECT

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KNOWLEDGE, SKILLS & ABILITIES (KSA)

- Consultative selling (B2B, B2C)
- Project management
- Public speaking & motivation
- Analytical problem solving
- Best practice deployment
- Demand planning
- Databases and analysis
- Field sales-based systems
- Cross-functional teamwork
- KPI program development
- Supply chain management
- eCommerce
- Tradeshow/event management
- Product knowledge training
- iFormbuilder, AppSheet, HTML

GROUPS & COMMUNITY

- Mt. Bethel United Methodist Church (Active member)
- Mt. Bethel UMC Recreation Program (Active youth lacrosse coach)
- Mt. Bethel Christian Academy (Active volunteer)
- GQMF HOA Board of Directors; 2015, 2016
- Habitat For Humanity, Atlanta chapter (Skilled supervisor)
- The Stonehaven School – Capital Campaign Committee, Marietta, GA; 2015
- The Susan G. Komen 3-Day For The Cure, Atlanta (Crew captain); 2006, 2008
- Mission work in the US and Mexico
- Toastmaster's International
- 3-time marathon finisher

PROFESSIONAL EXPERIENCE

Select Sales, Inc., Atlanta, GA : National Field Sales Manager, 2016 – 2018

- A leading manufacturer's sales agency representing major CPG suppliers with regional, national, and international independent hardware/home improvement distribution channels and retailers
- Recruited to fill this newly created position managing all functions of a national 10-person team representing 17 leading CPG manufacturers/brands with an estimated total volume value of \$100m+
- Liaison between Home Office, manufacturing partners, and field staff
- Developed and managed new KPI/metric program for sales staff that was tied to compensation plans
- Sourced, built, deployed, and maintained a new app-based platform/system that displaced the incumbent solution for field staff production, data/information capture, and individual performance measuring (AppSheet)
- Developed the company's new hire training and sales manual
- Planned and managed bi-annual sales events

Watts Water Technologies, Retail Division, Atlanta, GA National Account Manager, 2014 – 2016

- Watts Water Technologies is a global manufacturer of plumbing, heating, and water quality solutions for residential, industrial, municipal, and commercial settings
- Managed all aspects of Watts consumer products and programs at Lowe's, The Home Depot, Orchard Supply Hardware, Electrolux, Amazon.com, Costco, and Costco.com as well as smaller secondary brick & mortar and dot com retailers with an estimated revenue value of \$70m+
- Worked to maintain positive YOY sales while avoiding margin erosion
- In-depth cross-functional department interaction to ensure customer metrics, service requirements, and expectations were met on a daily basis
- Retained as an integral member of the "go-forward" team to effectively manage the Americas Transformation global strategy to ensure a continuous partnership with customers was maintained

Select Sales, Inc., Atlanta, GA : Account Executive, 2006 – 2014

- Hired as the first member of the organization to be based outside of the Chicago, IL home office to support a strategic growth plan for a national network of sales representatives
- Represented 17 CPG/retail manufacturers in the seven Southeastern states targeting the independent hardware retail and distribution channel with an estimated territory volume value of \$16m+
- Primary customers were Ace Hardware, True Value, Do it Best, and Orgill
- Performed all tasks and functions pertaining to sales, service, and support to maximize revenue opportunities for manufacturing partners through distribution center networks and/or direct/drop ship programs
- Sourced, built, deployed, and maintained a new electronic form-based platform/system for field staff production, data/information capture, and territory performance (Zerion Software/iFormbuilder)

PROFESSIONAL EXPERIENCE (<i>continued</i>)
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Rain Bird Corporation, Consumer Products SBU, Atlanta, GA : Retail Account Manager, 2002 – 2006

- A private manufacturer that distributes irrigation products and services with worldwide distribution
- Recruited as a member of the CPG/retail sales team to manage all aspects of existing customers while bringing new distribution on-line via 2-step distribution, wholesale, catalog, television, and specialty channels with an approximate volume of \$500K
- Grew Rain Bird's sales and profits with customer based spanning 22 Eastern states and Caribbean markets
- Primary account manager for The Home Depot ISS nationwide (Buying Offices 1, 5, 11, 12, 26, 32)
- Ensured retail shelf/planogram integrity maintained at The Home Depot and Lowe's
- Performed extensive, in-depth product knowledge training including The Home Depot ISS and Lowe's VTS management
- Advertising program development and management for high profile markets including efforts with The Home Depot MAP/CMAP and end caps and Lowe's programs support
- Corporate Lowe's and The Home Depot secondary point-of-contact supporting respective Rain Bird District Managers
- Developed a web-based model to allow a higher standard of business performance utilizing current internet technology and HTML programming

Sterling Plumbing Group & Kohler Company, Orlando, FL & Atlanta, GA : Wholesale Sales Executive, 2000 – 2002

- A private company that manufacturers fashion plumbing fixtures and accessories with worldwide distribution
- Exceeded shipment plan over 100% in 2000, 2001 and 2002 (YTD at time of departure) with an approximate territory volume of \$5m (Atlanta), \$8m (Orlando)
- Performed required functions to promote, sell, and support Sterling/Kohler products through plumbing distribution partners
- Established partnerships with decision makers at secondary market customers, users, and specifiers to create product conversions/displace competition in accordance with established Company, Branch, Zone sales, profitability and service goals
- \$200K+ in annual competitor displacement
- Developed a Total Sterling Builder program which evolved to the corporate-wide Total Kohler/Sterling Builder Program
- New Product Development team leader (Atlanta Branch)
- Initiated, managed bi-monthly quality assurance conference call between Atlanta, Tampa, and Charlotte Branches
- Team member that worked the International Builder Show, Kitchen & Bath Show (2001, 2002)

BlueLinx Corporation, Alexandria, VA & Atlanta, GA : Field Service Representative, 1998 – 2000

- A premiere building products distribution company, operating in North America (*formerly* Georgia-Pacific Corporation)
- Accountable for building product programs at national retailers in the Mid-Atlantic/Northeast (The Home Depot, Lowe's, HHB, and 84 Lumber) and greater metro Atlanta market (dedicated to 13 individual The Home Depot locations)
- Managed all facets of the moulding and decorative paneling program including inventory counts and floor orders in the Atlanta market with an estimated annual volume value \$2m+
- Routine functions were inventory management, store management relations, pricing, marketing/POP fulfillment, consumer product complaints and claims, new product/program rollout and execution, product knowledge training classes, convention/expo support, and vendor relations

PulsePoint Communications Corporation, Carpinteria, CA

Human Factors/Usability Testing Marketing Research Intern, 1997

- A leading developer of carrier-class services solutions for the communications industry
- Human factors/usability teammate responsible for beta testing the company's unreleased new product for PacBell
- Compiled, analyzed, and evaluated user data in order to decide which functions and features should be implemented in the final product design
- Salaried position where I also earned university course credit that was applied to my undergraduate degree

EDUCATION & PROFESSIONAL TRAINING

- BSBA with concentration in Marketing and Research, University of Florida; Gainesville, FL
- Microsoft Professional Program for Data Science Certification; *initiated program coursework April 2018*
- Salesforce Administrator Certification (via Trailhead); *initiated program coursework May 2018*
- Customer Focused Selling – The Cornerstone Group
- Karrass Negotiation Sales Skills Training
- Dale Carnegie Series – Jeffrey Gitomer – Up Your Sales!
- Achieve Global, Learning International Series – Professional Selling Skills
- Franklin Covey Time Management