

CASANDRA J. SHEYMAN

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SUMMARY

Accomplished leader with extensive experience overseeing **global logistics** and **procurement, sales, key accounts**, and **customer service** functions generating millions of dollars to top and bottom lines. Successful at building and leading high-performance teams that collaborate as focused units to achieve aggressive product quality and sales goals. Exceptional at recruiting, sourcing, and qualifying vendors to maximize cost savings, product quality and performance. Highly effective at leveraging key resources, negotiation skills, and customer / account relations to deliver bottom-line results. Core leadership qualifications include:

- Global Procurement & Logistics
- Budget / Inventory / Quality Control
- Operations Management
- Complex Contract Negotiations
- Resource Planning & Execution
- Vendor Sourcing / Qualification
- Account Management / Development
- Project / Sales / Production Support

EXPERIENCE

GREEN HIDES LEATHER STUDIO-Greensboro NC

2016- 2018

Sales Manager

Wholesaler of fine Italian Leather.

Took company online with new ERP system, from QuickBooks to Netsuite and trained team on use of Netsuite. Handled the move of offices and warehouse to new location. Created racking layout for approval by City of High Point, set up and programmed new phone system. HR duties including interviewed hired, performed performance reviews, and recommended pay increases. Reviewed P&L and company expenditures and reduced costs by \$50,000 annually.

Managed sales team for Architecture and Design community. Built sales force throughout US and increased revenue and brand recognition. Hired new Sales Representatives in key territories, DC, NY, NJ, CT, CO, GA, TN, FL, MS and TX.

Selected Achievements

- Managed move of offices and warehouse contents with no disruption in business and communications.
- Designed and implemented warehouse and office layouts for maximum efficiency and work flow.
- Handled import/export of product between US and Italy, managing costs to maximize profit.
- Hired top performing sales teams to increase brand recognition and market share.
- Researched, found and bid on multimillion dollar projects throughout US.

HIGH TOWER GROUP – NY, NY/ High Point, NC

2007 –2015

High-end global contract furniture manufacturer with annual sales exceeding \$38 million.

VP of Purchasing & Logistics

2012 – 2015

Oversaw day-to-day operations that supported global purchasing and logistics functions. Hired trained, and supervised 13 direct / indirect reports. Managed vendor sourcing / qualification / selection, invoice review / approval, contract negotiations, process improvements, and sales / project support. Determined list pricing of non-standard product and project discounting. Negotiated extra vendor discount on project-to-project basis

to meet client pricing needs. Trained, managed, and supported customer service / project team.

Selected Achievements

- Took sales from \$2-\$3 Million per year to \$38 Million in 7 years by working with Sales team to target and penetrate the A&D market nationwide with clients such as Apple, Google, Microsoft, Universities, etc.
- Reduced capital expenditure and optimized cash flow by increasing inventory turns
- Exceeded inventory levels at < 7% of sales versus goal of 8% or lower and raised turns from 6.2 to 8.2 annually by setting, tracking, and managing furniture stock.
- Generated significant cost savings by successfully negotiating best possible pricing with vendors on contract agreements and recruiting new vendors based on quality and purchase price.
- Planned and coordinated global logistics that included overseeing container loading, scheduling, custom shipping negotiations, and weekly review of high-priority orders.
- Led negotiations to increase standard discount from international vendors ranging from 3%-5% on bestselling products and additional discounts for larger quantity purchases, thus allowing for efficient, low-cost bulk packaging.
- Decreased quality issues from 7.25% to 3.5% of sales by working with vendors and manufacturing to identify and resolve product quality defects, while ensuring client requirements were met.
- Achieved 30% reduction in quality issues and 39% increase in sales growth by coordinating timelines and streamlining domestic manufacturing to meet client delivery dates.

VP of Customer Service

2010-2012

Selected to lead all customer service / sales support functions nationwide for contract furniture manufacturer generating \$18 million in sales growth. Supervised and trained five Account / Project Managers. Accountable for allocating and managing department resources and operating budgets.

Selected Achievements

- Successfully tracked and managed a \$1.5 million monthly RFQ and service process nationwide as well as developed / implemented new project-based processes and procedures. Established and maintained a system to monitor quality and cost management issues on a periodic basis.

Senior Account Executive

2007-2010

Served as an Account Executive responsible for working with Designers and Architects to determine correct product requirements for ancillary seating, accessories, and fabrics for projects. Accountable for account relations, new business development, and processing customer requests for quotes and purchase orders. Monitored orders through stages of acceptance, production, and delivery to ensure client satisfaction.

EDUCATION

B.S. in Criminal Justice, Minor Sociology, University of Idaho - Moscow Idaho