

Colby Waisath

2881 East Canyon Creek Court
Gilbert, Arizona 85295

(480) 510-2433
cowaisath@gmail.com

Executive Profile:

A senior level sales, marketing and business development executive with 20 years of experience in leading and developing businesses in direct sales and consumer packaging industries. Strong leadership qualities that support sales, results and growth, through gaining market distribution, strategically implementing international expansion, an out of the box mind set in developing industry leading programs and the ability to motivate and support results through an independent work force.

- Sales and Marketing
 - Program Development and Implementation
 - Strategic Planning
 - New Market Penetration
 - Employee Leadership Development
 - Internal and External Negotiation
 - Sales and Financial Analysis
 - Budgeting and Forecasting
 - International Development
 - Cross Functional Team Work
 - Executive Leadership and Supervision
 - Training and Presentation
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Professional Experience:

Gold Canyon International, LLC

Sales Director

National Sales Manager

Responsible for all sales aspects of the companies' direct selling model through independent Demonstrators throughout North America and the United Kingdom. Develop and implement all sales programs, incentives, promotions, recognition and competitive intelligence through an internal and external staff. Develop, analyze and adjust programs to drive desired organizational strategy and results. Develop and implement all training aspects including on-line, in field, regional and annual conventions. Work closely with CMO, CFO/COO and President in developing strategic sales plans that support the companies overall long-term growth strategies. Lead and work cohesively with internal and external departments that support the sales function and initiatives. Responsible for all aspects of the companies' short and long-term European business strategies that includes operations, finance and human resources. Work in conjunction with other senior level executives to support marketing, services, operations, finance and communications for the organization.

- Sales growth from \$12 million to \$101 million
- Increased enrollment from 300 to 26,000
- Developed an on-line University to support independent Demonstrators
- First to market with integrated Fundraiser program
- Transitioned the company from single level to multi level Demonstrator model
- Managed the process and implementation of the international launch into Canada and the United Kingdom
- Developed and implemented a new Manager's Retreat program
- Developed zero cost entry program that drove record sponsoring
- Recognized with Presidents Resultz Award - 2007

White Wave

Region Sales Manager

Responsible for all new and existing sales and business in the central United States accounting for \$15,000,000 in annual sales for the Silk brand. Managed markets through brokers and distributors selling to traditional grocery, natural foods, and club channels. Developed and implemented in-market promotions, trade programs, budgets and business reviews. Responsible for forecasting and IRI analysis. Developed and delivered multi-media presentations for trade and education.

Boulder, Colorado

1999 - 2002

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- Increased sales 50%
- Developed and effectively introduced new product launches
- Gained #1 brand position in market place for Silk brand

Rich-SeaPak

Region Sales Manager

Managed \$11,000,000 in sales for two brands in the western United States. Responsible for sales, budgeting, financial analysis, and managing P&L statements by region and customer. Managed broker network in traditional and club channels. Created and managed market specific promotions. Managed promotions and deductions through a promotional system. Developed fact based oral and written presentations using IRI.

- Managed non profitable region to 3 straight profitable quarters
- Reduced outstanding deduction balance by 35%
- Developed cross promotion with national brand
- Developed National promotion with Albertson's - Corporate

St Simons Island, Georgia

1997 - 1999

Johnsonville Foods

District Sales Manager

Kohler, Wisconsin

1994 - 1997

Russell Stover Candies

Region Sales Manager

Kansas City, Missouri

1986 - 1994

Education:

University of Wyoming
University of Phoenix
Bachelor of Arts, Business Management

Laramie, Wyoming
Phoenix, Arizona

Affiliations:

Direct Selling Association U.S., Canada and United Kingdom

References:

Available upon request