



Regional Sales Manager
District / Territory Mgr.

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SUMMARY

Experienced Senior Management Professional & Regional Sales Head with a track record of spearheading cross-functional teams to formulate strategies and effectively execute key project deliverables. Proficient in combining an entrepreneurial drive with management skills to drive gains in revenue, market share and profitability. Highly skilled in cultivating excellent relationships with new prospects and existing customers. Adept at turning around lagging operations and preparing companies for fast growth and profitability. Demonstrated capability of liaising with key stakeholders to deliver compelling business value to clients.

KEY SKILLS

- Client Servicing & Retention
- Sales Mentoring
- Features & Benefits Training
- Sales & Business Development
- Marketing
- Leadership & Team Management
- Strategy Formulation & Implementation
- Product Management & Compliance
- Market Penetration & Expansion
- Operations Management
- Project Management & Revenue Maximization

EDUCATION

Blue Mountain Community College (BMCC) Pendleton, OR. 1992 - 1994

- Architectural Drafting CAD/CADD
- Certified Welding Tech.
- Certified Fly Fishing / Tying
- Right Field Timberwolves Baseball

RELEVANT EXPERIENCE

IRONCRAFT

Titan Implement
Territory Manager, 2023 - 2024

WESTERN US

Originally hired to replace the National Sales Manager as the Director of Sales for the Western US, I took the role of Territory Manager for the PNW in the Interim. I led a small group of Territory Managers with the goal of market penetration and dealer growth in the Western US region.

- Set up 13 new dealers with a total of 56 locations in the Western Region in the first 90 days.
- Increased annual revenue in my territory by 3.4 million for the 2023 program year.
- Started major rental and OEM account development, partnering with the ARA and AED associations to drive more production opportunities.
- Took a key roll in marketing, designing and developing new dealer packets, company truck wraps and a hand full of other projects.
- Lead a cross-functional team to develop and implement parts diagrams, parts lists and pricing and set up, organized and inventoried a central parts distribution facility.

WOODS

Oregon Tool
District Manager, 2018 - 2023

WESTERN US

My territory started out as Oregon, Washington, and Idaho and was producing an annual revenue of \$3.8 Million. My successful management of that territory resulted in the addition of responsibilities and territory until I ultimately ended up with the entire Western US Region.

- Increased revenue in the PNW territory by over 2.5X in the first 3 years, taking it from 3.8 million to over 10 million consistently.
- Instrumental in market share and revenue gains by displacing and eliminating most direct competitors in the territory.
- 2020 top sales rep. company wide hitting 157% of my annual sales objective.
- One of the top 3 District Managers for the duration of my tenure, averaging 134% of sales objective year over year.
- Skilled in major account and multi dealer acquisition, setting up 9 accounts with over 104 separate locations in the Western US in my last 4 years.
- Assisted in the creation and implementation of a dealer sales training program as well as training and mentoring new DM’s nationwide.

WainRoy

Oregon Tool
District Manager, 2018 - 2022

PACIFIC NORTHWEST

As one of only three hybrid DM’s representing both Woods Agriculture and Woods Construction, which was later rebranded WainRoy, I used the commonality of the product industries to grow both the AG and CE offerings in the PNW. I was the last hybrid DM up until Oregon Tool sold WainRoy to Epiroc out of Sweden in late 2022.

- Doubled the revenue in the PNW territory in under 3 years.
- Cross-channel integration to sell Construction attachments to Ag dealers and vice versa.
- Recognized for being the only DM in company history to hit the annual objective for both. Woods AG (147%) and WainRoy (124%) in the same year.



Bronson Enterprises Inc.
Director Sales & Marketing, 2005 - 2014

PACIFIC NORTHWEST

Managed all aspects of Sales and Marketing for Bronson Enterprises Inc, including five lumberyard locations, rock pit, plan center, commercial & residential contractor sales teams, truss production facility, custom cabinet and door manufacturing facility, and equipment rental center.

- Serviced customers over a 3 state territory and averaged \$11.4 Million in monthly gross sales while maintaining an average margin of 18%.
- Developed a ground-up retail product line up of bagged rock, Royal Rock USA, increasing profits on gravel by over 300% per yard.
- Developed a dealer network to which I marketed and sold through major retailers such as Walmart, Bi-Mart, & Big R stores across the Pacific Northwest.



EagleCap Campers Inc.
CEO Sales & Marketing, 2000 - 2005

NORTH AMERICA

Starting as an outside sales rep. in the PNW for the first ever aluminum frames truck camper, I rapidly grew the dealer network and increased margins. I worked my way up to the CEO of Sales & Marketing by mid 2003 and stepped away once the company was sold and moved following the owners cancer diagnosis.

- Grew the dealer network from 9 dealers in 4 states, to 34 dealers in 16 states and increased margins by 26% in the first 18 months.
- Took the EagleCap Camper line to the #1 selling camper in the Northwest, #3 in the Nation and a growing international presence.

PREVIOUS EXPERIENCE

Retail Sales Manager, SS Equipment Co., Walla Walla, WA.	2017 - 2018
Outside Sales Rep. for Oregon, Agri-Service, Pasco, WA.	2016 - 2017
Territory Sales Manager, Blueline Equipment Co., Walla Walla / Pasco, WA.	2014 - 2016