

William Sigler

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North American Sales Lead

Growth focused and results-oriented professional with extensive success creating bottom line impact through targeted sales and marketing initiatives aligned with emergent business strategies.

Summary

Demonstrated success in analyzing market trends and customer needs to devise and implement competitive sales, marketing, customer service, and key account management strategies aimed at augmenting revenue streams and accomplishing ambitious objectives. Adept at developing accounts portfolio, overseeing multimillion channels, leading solution development, and building brand recognition. Instrumental in communicating key features of offered products/services to customers. Proven ability to lead and mentor cross-functional teams to meet and exceed set performance goals. Proven expertise in cultivating and nurturing robust relationships with customers, interdepartmental teams, and senior leadership.

Core Competencies

- Engineering Support
- New Business Development
- Sales & Marketing Strategies
- Sales & Forecast Management
- Strategic Planning & Analysis
- Key Account Management
- End-to-End Project Management
- Team Building & Leadership
- Revenue Growth & Optimization
- Cross-functional Collaboration

Education

Bachelor of Arts in Business Management

Concordia University
River Forest, IL
GPA: 3.5 / 4.0

Career Experience

Border Concepts – Charlotte, NC (2023 – Present) North American Sales Manager / Key Account Executive

Accomplished Executive with the motivation, knowledge and ability to develop and implement strategies to aid company growth. Possess strong leadership and communication skills with the capability to follow through tasks to completion. Establish and maintain robust relationships and strategic alliances to gain financial support aimed at meeting organizational goals and key revenue targets.

Key Achievements/Contributions:

- Led North American Sales Team to a 12% YOY growth in 2023.
- Created joint venture with a Canadian Garden Center Co-op, commitment to grow the CAD Region by 7MM over three-year span.
- Generated 1.75MM in sales by managing seven key account partners.

Doosan Portable Power – Statesville, NC (2019 – 2022) Director, Regional Sales

Steered significant efforts in creating/executing corporate process and procedures for all distributor training and onboarding, CRM, warehouse operations, platform development, and support engineering. Reported to General Manager of North America, while overseeing 240MM channel. Supervised/led all sales, marketing, business development, and engineering support functions.

Key Achievements/Contributions:

- Boosted sales in 2021 with YOY growth of 15% by adding 10 new channel partners.
- Distributed over 400 generators and drove immediate business impact of 10MM by cultivating strategic alliance with T-Mobile Emergency Services.

Greenworks Tools (Sunrise Global) – Mooresville, NC (2017 – 2019) Vice President, Sales

Performed wide array of activities, including managing 125MM channel, providing constructive feedback, and communicating key issues to team. Maintained pulse on market's competitive landscape by fostering robust relationships with clients and industry experts. Served as active member of executive leadership team. Collaborated with pricing, operations, network, and customer service in order to ensure seamless workflow.

Key Achievements/Contributions:

- Generated over 10MM in sales by creating commercial channel with eight distribution partners.
- Distributed Greenworks in over 700 stores with business impact of 5MM by creating strategic agreement with TSC (Tractor Supply Co).

ECHO, Incorporated – Lake Zurich, IL

(2014 – 2016)

Director, North American Sales

Managed 435MM business, while devising and executing strategic plans to achieve sales targets in retail and distributor channels. Joined industry boards and committees to understand industry-specific trends and landscapes. Drafted sales reports and estimated sales profit for products.

Key Achievements/Contributions:

- Distributed ECHO in over 700 stores and driving immediate business impact of 10MM by cultivating strategic alliance with ACE Hardware.
- Increased growth by 12% YOY by purchasing ECHO independent distributor as member of transition team.
- Generated immediate order of 2MM from The Home Depot by negotiating five additional in-store SKUs in 2k+ stores.

Diablo / Freud Tools (Bosch Power Tool & Accessories) – Atlanta, GA

(2009 – 2014)

Director of Sales – Professional Channel

Oversaw all aspects of 39MM channel, while restructuring distributor channel sales team. Redeveloped business plans and strategy based on direct sales model to establish clear market segments. Directed and supervised organization's channel sales objectives and initiatives. Monitored sales trends to identify opportunities for growth in existing markets.

Key Achievements/Contributions:

- Increased professional channel revenue from 22MM to 39MM in span of four year by leading five direct reports.
- Restructured national sales team from independent sales agency model to direct selling organization which resulted in YOY increase of 15%.
- Created end-user sales team calling on national, regional, and local contractors generating more than 3.5MM in four-year span.

Additional Experience

Distributor Channel & National Accounts Manager | Illinois Tool Works, Red Head Concrete Anchoring Systems
Various Sales Roles | Georgia Pacific, Building Products