

DOUGLAS M. SEXTON

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VICE PRESIDENT SALES / BUSINESS OPERATIONS / NEW BUSINESS DEVELOPMENT

Multi-million dollar corporate turnaround and business development expert – with major account/domestic/international sales, strategic planning, and operations management strengths.

Background includes accountability for corporate P&L and staff of 28 sales and marketing professionals, track record includes increasing sales 100% and revenues from \$20 million to \$27 million, cutting marketing spend by \$2 million and earning “Model Year Regional Manager of the Year” award, for raising sales from \$13.2 million to \$15.3 million.

Accomplishments encompass returning firm to profitability – only 90 days after launch of brand revitalization campaign, which resulted in signing of 127 new global dealers – and reviving store losing \$3,000 per month to operation with \$5,000 in positive monthly revenues.

CAREER HIGHLIGHTS

SENIOR VICE PRESIDENT OF SALES & MARKETING, NAUTIC GLOBAL GROUP

- ✓ Grew revenues from \$120.4 million to \$248.5 million, recapturing #1 market share position within only 10 months and adding 105 new dealers worldwide, after being recruited to execute turnaround of sales and distribution organization. Reorganized and refocused sales force – engaging and rallying organization behind new processes and structure – devising and executing broad initiatives reversing market share in competitive marketplace.

DIRECTOR OF SALES, BRUNSWICK BOAT GROUP

- ✓ Generated \$14 million in new revenue – as part of strategic cost-cutting and centralization of Princecraft’s U.S. sales operations, which re-positioned brand and re-built distribution channels – for Canadian-based boat brand. Secured largest marine retailer in world – MarineMax – to sell product line across 15 locations, adding 30 new U.S. Princecraft dealerships and doubling average dealer’s annual purchases.

PROFESSIONAL EXPERIENCE

LONSKI AND ASSOCIATES LLC – {2017 – Present}

Matching Top Talent with High Quality clients in the Marine, RV and Powersports Industries.

I work each day to improve each stakeholders expectations and performance. Utilizing a tireless work ethic and connections across these industries I help clients and candidates both improve their outlook and results. No matter the industry it always comes down to the people, their talents and most importantly their attitudes connecting while continually raising the bar on a daily basis. I facilitate these relationships and strive only for positive relationships that develop profitable relationships.

Fixed Operations Consultant

CONSULTING PROJECT: RHINETON ENTERPRISES, LLC.

Coordinate day-to-day business operations, consisting of processing payroll, performing daily deposits and tracking funds, devising and executing marketing campaigns and scheduling employee trainings.

Accountable for chain’s P&L function, oversee employee recruitment and performance activities. Developing store Managers to run daily business, providing individuals with optimum tools to maintain profitability and maximize sales.

CONSULTING PROJECT: BARLEY’S BREWING COMPANY

SEXTON CONSULTING

Formed to formulate new manufacturing arm of original business, developed three-year production brewery business plan from scratch. Summarized additional two-year plan, for operation projected to produce \$1.052 million in revenue during first 12 months of operation. Purchased 98 year old historic building in brewery district Finalized and launched full-blown social media campaign – consisting of 100-day branding initiative – to publicize and promote new business and features available to community.

NAUTIC GLOBAL GROUP

Elkhart, Indiana (2011 – 2014)

Manufacturer of SanPan, AquaPatio, Sweetwater, Hurricane, PartiKraft and Rinker boats, parts and wiring harnesses, with three locations and \$120.4 million in revenues supported by 924 employees.

SENIOR VICE PRESIDENT OF SALES & MARKETING

Brought in to reenergize sales/marketing staff – after several years of declining sales and no profits, damaged distribution network, and unmotivated sales staff – expanding and improving product development and distribution functions.

Collaborated with corporate CEO, COO, CFO and Vice President of HR to restructure entire firm and return it to profitability. Formulated and executed strategic plan, consisting of fixing relationships with dealers, re-tooling marketing/sales division and re-aligning focus to encourage cooperation and interdepartmental communications. Allocated 50% of time traveling to support staff, develop distribution channels and attend trade shows to further corporate growth.

Accountable for 28 total staff members – including 15 field Sales Representatives, five marketing staff, and eight inside sales and logistics personnel – **moved forward with phase I of plan, unifying sales and marketing function.**

- **Grew sales from \$120.4 million to \$248.5 million over tenure (100%+ gain), retaking #1 market share position** lost only few years earlier. Accomplished results by implementing numerous tactics, including top priority of establishing, growing and managing a dealer network.
- **Generated \$24 million in total incremental revenues** – for sales periods ending in August 2011 and May 2014, respectively. **Obtained results by heading total redesign and relaunch of PartiKraft pontoon brand**, splitting PartiKraft and PolarKraft into standalone brands to build incremental distribution and sales.

LARSON BOATS / GENMAR BOATS

Little Falls, MN (2008 – 2011)

Second largest manufacturer of recreational motor boats – including Larson brand – which divested Larson following bankruptcy and acquisition of Genmar by private equity firm in 2010.

VICE PRESIDENT OF SALES

Hired on-the-spot by Larson Boats as Regional Sales Manager, **tasked with rebuilding two key company territories spanning 13 states.** Subsequently promoted to Director of Sales & Dealer Development, and ultimately executive role, where **began growing business on national level** while outsourcing executive marketing function. **Helped Genmar navigate bankruptcy** – during which time all but Larson, Triumph and FinCraft brands were sold – **continuing to maintain sales targets during difficult time of transition and asset divesture.**

- **Generated \$27 million in revenues by selling total of 3,500 boats at 113% of goal**, surpassing sales targets by 12.9%. Accomplished result after hiring five new Regional Sales Managers during bankruptcy reorganization and realigning territories with focus on rebuilding market share.

CHRIS CRAFT BOAT COMPANY

Kings Mountain, NC & Sarasota, FL (2008 – 2008)

American boating manufacturer founded in 1874, subsequently acquired via 2000 Outboard Marine bankruptcy.

DIRECTOR OF INTERNATIONAL SALES

Following company's complete overhaul of all models within boating line, **hired** – as executive operating out of Charlotte, North Carolina (NC) area plant – **to expand sales and distribution of product line across eastern seaboard of U.S.**, accepting new role in order to enhance international market expertise.

Directed international business development efforts for region spanning Asian, Australian, Eastern European, Kiwi (New Zealand) and African markets. Shortly after began position – during which time firm changed course – helped company close NC plant in order to migrate operation back to Florida facility.

- **Grew sales from less than \$20 million to more than \$27 million – posting 35% gain in just seven months** – increasing business within Pacific Rim by signing numerous new dealers and distributors.

BRUNSWICK BOAT GROUP

Lake Forest, IL, Knoxville, TN, Princeville, Quebec, Columbus, OH (2002 – 2008)

Top manufacturer of boats, engines, and marine parts/accessories, with 4,400 employees and \$3 billion in annual revenues.

DEALER DEVELOPMENT MANAGER (2002 – 2005)

DIRECTOR OF SALES, PRINCECRAFT BOAT COMPANY (2005 – 2008)

Promoted from original role to Director of Sales for Princecraft brand – in order to build U.S. market share to complement strong Canadian presence – developing strategic sales plan, mobilizing and expanding sales team and establishing powerful sales base within United States

EARLY CAREER HISTORY

Long- Term Care Specialist, Eli Lilly (2001 – 2002)

Regional Sales Manager, Tracker Marine (1997 – 2001)

District Sales Manager, Dealer Direct Marketing Representative, Outboard Marine Corporation (1991 – 1997)

EDUCATION

Bachelor of Arts in Business Administration

Thiel College, Greenville, Pennsylvania