

**Rollin E Karoll**  
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Skilled Sales, Marketing and Service executive with a proven record of success and increasing levels of responsibility. Demonstrated ability to turn around distressed business units to entire businesses. Emphasis on indentifying and motivating talent, regaining lost market presence and share along with sales, marketing and branding. Well known and respected in the Motorcycle industry. Managed large powersports sales organizations with twenty million dollars of sales revenue.

### **Career Experience**

**Lonski and Associates LLC** Indialantic, FL 2014 – Present

Industry Recruiter: **Motorcycle Powersports Marine and Recreational Vehicles**

Responsible for recruitment of exceptional industry talent for leading Motorcycle, RV and Recreational Marine clients. My passion for the industry, training, experience and extensive motorcycle products background give me a unique understanding of what employers and Clients require in a candidate, and what exceptional candidates are looking for in a career change.

I strive to not only match talent with employers, but to build lifetime relationships that enrich lives and businesses.

**Spectro Oils of America** Brookfield, CT 2007 – 2014

Vice President Sales & Marketing

Responsible for all Marketing, Sales and Branding activity for the Spectro Oils brand. I was hired by Spectro to re-launch the brand which was established in 1966, but over the years had slipped from a leadership position in the powersports industry. I developed and implemented strategic marketing and sales plans, added effective and motivated employees and have replaced non performers with star players. During my tenure with Spectro I totally redesigned our catalogs, web page, sales flyers and brochures, apparel, POP displays and designed and implemented Spectro social media such as Facebook and Web Blogs. Every customer facing piece of Spectro has been improved, reworked and polished. The brand now shines in the powersports world.

Major responsibilities included:

Develop and implement a strategic marketing vision for the Spectro brand.

Develop and implement a strong branding campaign.

Manage 12 regional US Spectro distributors to meet sales and growth targets to insure 100% product availability nationwide.

Manage day to day activities of 3 regional field sales representatives selling in New England and metro New York/ New Jersey.

Manage day to day activity of 3 inside employees (Graphic designer, Private label sales manager, Order desk clerk)

Identify and partner with other industry leaders to pool resources and knowledge.

Identify key players in my organization and motivate them to over achieve

Successfully drive marketing and sales success showing gross sales and profit improvements every year. Annual sales in the ten million dollar range.

Poll distributors, dealers and consumers for unfilled needs, develop new products to fill these needs.

Assist distributors, dealers and reps with merchandising and point of purchase displays.

Plan, implement and attend national dealer shows (AIMExpo, V Twin Expo, Indianapolis Dealer Expo, SEMA) and racing events to gauge effectiveness of marketing plans and speak directly with customers.

Gain technical competence with oil chemistry, transfer that knowledge to magazine editors, distributors, dealers and consumers. Answer technical questions for magazine, radio and television interviews. Write and help produce promotional audio and video.

Plan and implement professional rider partnerships, write professional rider marketing contracts, leverage these sponsorships in Spectro marketing materials.

Review pricing and co op policies, monitor competitors pricing and marketing efforts.

Leverage brand name and past successes, incorporate brand history and culture into current marketing.

Follow and react to market trends, anticipate future trends and proactively pursue them.

Totally overhaul Spectro POP and promotional items, broaden the line and improve quality.

I've hired a nationally recognized motorcycle marketing firm, totally overhauled our brand identity, and embarked on a national marketing campaign that includes a new web site, print ads, social media (Facebook) and greatly increased visibility at consumer and trade shows. I've also reviewed and restructured our distributor network and inside sales force with emphasis on expanding our distribution channel. I have strong ties to print and electronic media and have established an excellent working relationship with numerous magazine editors, internet blogs and webmasters.

I am directly responsible for all aspects of trade and consumer shows from booth design to show floor execution. Some of the major shows we attend include the V Twin Expo, Indianapolis Dealer Expo, AIMExpo, SEMA (in conjunction with our western distributor), Daytona Bike week, Sturgis, Laconia, Americade and many other smaller regional automotive and motorcycle events. We also support our distributors and dealers at open house events, and support many racing and sanctioning bodies.

I've developed and implemented sales and operating budgets for all print and electronic media buys along with budgeting and implementation of all major industry shows we attend.

During my tenure at Spectro I've increased both gross and net income each year, reduced expenses, and moved the Spectro brand back into the spotlight.

**Mustang Motorcycle Products (MAG Group) Terryville, CT** 2005 – 2007

**National Sales Manager**

Responsible for daily operation of Sales Department and front office operations including all Sales activity, Accounts Receivable, Reception, File Room, Mail Room, Dealer Development, Distributor Relations and Staff Product Photographer. Day to day supervision of 18 direct reports. Additionally I worked closely with the Marketing Director to shape marketing plans and budgets and assisted with planning and implementation of national shows such as the V Twin Expo, National Dealer Expo, Daytona, Myrtle Beach, Americade and Sturgis bike weeks. I also attend these shows and supervised show staff. Mustang is the world's largest manufacturer of Motorcycle Seats.

Worked closely with major distributors (Parts Unlimited, Drag Specialties, and Custom Chrome) to improve our brand image with consumers, dealers and distributor reps.

Successfully grew our market share and vendor ranking with Lemans Corp (Parts Unlimited and Drag Specialties) from 180 to 18<sup>th</sup> in three years.

Attended and facilitated distributor rep training sessions and Lemans Corp (Parts Unlimited and Drag Specialties) MVP shows.

Developed POP and promotional items for the Mustang and Biker Essentials Brands.

I worked closely with our Marketing department developing our catalogs and marketing strategy. I have co-authored our 2007 marketing and growth plan for Mustang.

During my tenure at Mustang I reduced employee turnover, improved the quality of our employees, increased customer satisfaction, and improved our gross sales each year. I reduced headcount in my department by three, and substantially improved employee morale.

### **Education**

Central Connecticut State University, Certificate of Management Program (1988-1990)

Porter and Chester Institute, Awarded Certificate in Electronic Technology (1981-1982  
Graduated 2<sup>nd</sup> in my class)

Ongoing leadership training classes including Listening Skills, Behavioral Interviewing, Verbal and Non Verbal Communication, Performance Appraisals, Team Building.

### **Additional Qualifications and Licenses**

Connecticut Bail Bonds License

Certified Trainer: Behavioral Interviewing

Certified Trainer: Listening Skills

Certified Trainer: Employee Performance Evaluation

Certified Trainer: Verbal and Non Verbal Communication

Certified Trainer: Team Building

CBIA Forklift License Instructor (1997)

Valid CT Drivers and Motorcycle license (1976)

Lifelong automotive and motorcycle enthusiast

Proficient with advanced shop tools including vertical mills, lathes, measuring tools, TIG MIG Stick and gas welding, I'm a serious motorcycle hobbyist that's been rebuilding classic motorcycles and doing major automotive repair for over 30 years.