

ALEXANDER W. OGLE

SALES, MARKETING AND MERCHANDISING EXECUTIVE

Demand generation and leadership to drive sales growth and cost reduction

Focused, forward-thinking and collaborative leader with a unique background in consumer goods, business-to-business and retail. A broad experience set spanning advertising, marketing, sales, distribution and merchandising. Strong record of success with consumer and business segments. Proven record of developing multiple stage strategic plans with short and long term gains. Enjoys the entrepreneurial and intrapreneurial nature of business. Is demanding and fair while continuously challenging paradigms and driving profits.

Key strengths:

- Driving great merchandising
- Negotiating strategic deals
- Translating data to solutions
- Leading complex initiatives
- Collaborating across organizations
- Building strong teams
- Achieving financial goals
- Understanding products
- Leading by example

PROFESSIONAL EXPERIENCE

PARADYGM CONSULTING, INC. (MOORESVILLE, NORTH CAROLINA)

PRESIDENT

JUNE 2014 – PRESENT

Paradygm is a small consultancy helping companies realize growth through a holistic approach to sourcing, marketing, operations, distribution and retail.

- ❑ Founded consultancy in 2014, team member growth to 5 in 24 months
- ❑ Work across multiple retail channels: sporting goods, mass retail, home improvement, industrial, office supply and automotive.

Selected Achievements:

- ◆ Filed 4 patents in 18 months
- ◆ Signed western hemisphere exclusive distribution agreement for innovative electrical product
- ◆ Created innovative comparable shop tool to facilitate product feature set, costing and retail choices
- ◆ Created new brand strategy utilizing highly recognizable U.S. brand
- ◆ Reduced vendor compliance impacts for clients
- ◆ Developed new products for clients

LOWE'S COMPANIES, INC. (MOORESVILLE, NORTH CAROLINA)

MERCHANDISE DIRECTOR- HAND TOOLS & TOOL STORAGE

MAY 2008 – JUNE 2014

- ❑ Product champion- executed multiple exclusives (Stanley Bostitch, Stanley Hi-Vis, Stabila, Kraft, Crick, Southwire), over 85% of Kobalt SKUs with multiple exclusive suppliers, developed several new products
- ❑ Lead a team of 4 employees responsible for over 2,200 SKUs, 42 vendors and 26 product groups

Selected Achievements:

- ◆ Managed \$1B business, exceeded sales and margin plan every year
- ◆ Coached 12 team members to promotions in 5 years, turned entire team 3 times in 5 years

- ◆ Created and executed company's first DRTV campaign in Q4 2010: Kobalt Multi-Drive Wrench, led 14 DRTV campaigns 2010-2014
- ◆ Led in store demonstration team roll-out in Q4 2012 and Q2 2013
- ◆ Leading a shift in sales strategy by utilizing 3rd party industrial distributors
- ◆ Led company into new merchandising strategies/fixtures to deliver improved financials
- ◆ Negotiated exclusive programs to create differential advantages
- ◆ Product development: Stanley Bostitch, Stanley FatMax utility blades, Kobalt Double Drive Screwdriver, Kobalt 50 gallon box, Kobalt clipboards, Southwire Electrical Tools, Kobalt plastic toolboxes, Task Force bulk bins, Kobalt mechanics tools, Kobalt hammers
- ◆ Conducted 26 PLRs over 24 months as part of VIP, served as IP&E testing grounds
- ◆ Created new role within team to support promotional planning and analysis
- ◆ Established industry standard theft proof packaging for cutlery

TRUE VALUE COMPANY (CHICAGO, ILLINOIS)

True Value Company is a leading hardware co-op, with 5000 member-owned retail locations, \$2 billion in sales and 67,000 items in stock. The Company has served store owners and consumers successfully for 60 years.

GLOBAL PRODUCT MERCHANT / DIVISIONAL VICE PRESIDENT

JANUARY 2005 – MAY 2008

- Managed three merchandising departments to achieve financial and organizational goals
- Drove teamwork between headquarters and True Value Members by representing the Merchandising Department on eight "Merchandising Road Shows" a year across the U.S.
- Led team of 22 employees responsible for over 28,000 SKUs, 543 warehouse stocking vendors and 80 product classes

Selected Achievements:

- ◆ Exceeded budget: sales +6.5%, margin +8.75% and 525 turn basis points
- ◆ Championed 28 line reviews that realized over \$11.5 Million cost of goods savings and \$2.8 Million in guaranteed rebate increases
- ◆ Initiated and led the development of an innovative "Plug and Play" concept, improvement of service, sales and turns by consolidating inventory strategy in a Central Ship facility and re-launch of the Master Mechanic brand through the development of new corded and cordless power tools, hand tool and power tool accessory programs

UNITED RENTALS, INC. (GREENWICH, CONNECTICUT)

With more than 800 branches, 12,000 employees, and \$5 Billion in sales, United Rentals, Inc., is North America's largest equipment rental provider and one of the largest distributors of contractor supplies. The company is NYSE listed under the symbol URI.

CONTRACTOR SUPPLIES MERCHANDISE MANAGER- SOUTHEAST REGION

JUNE 2003 – DECEMBER 2004

- Managed strategic suppliers via cost negotiation, merchandise selection, relationship management, service issues, etc.
- Implemented the "Contractor Supplies" initiative in the Southeast Region
- Created and implemented the corporation's "Customer Conversion" strategy for the "Contractor Supplies" initiative
- Developed and implemented marketing initiatives and managed the relationship with third-party marketing services providers

Selected Achievements:

- ◆ Increased sales in test branches an average of 200% as a result of customer conversion
- ◆ Led all regions by growing revenue 36% over two years
- ◆ Participated in a line review team that achieved a net cost reduction of 12% across all contracts and increased marketing allowances and rebates by 103%
- ◆ Developed and managed the sales and marketing plan to support United Rentals' launch of contractor supplies through seven distribution centers and \$21 Million inventory

LUTRON ELECTRONICS (COOPERSBURG, PENNSYLVANIA)

Lutron Electronics is the world's leading manufacturer of lighting control products.

NATIONAL ACCOUNT SUPERVISOR – LOWE'S / NATIONAL ACCOUNT MANAGER – LOWE'S DECEMBER 2001 – JUNE 2003

- Overall management of Lowe's relationship, including sales, profits, forecasting and inventory mgt.
- Developed all marketing, advertising and point-of-purchase programs for this strategic customer

Selected Achievements:

- ◆ Grew Lowe's business by 79% and won "Top Sales Rep" for Lutron in 2002 as the result of winning Lowe's line review
- ◆ Led company into cross-functional account management concept
- ◆ Created weekly and monthly reporting structure to improve communication of account's progress and critical needs

VERMONT AMERICAN (MOUNT PROSPECT, ILLINOIS)

Founded in 1948, Vermont American was one of the world's largest manufacturers of power tool accessories; now owned by Robert Bosch, GMBH.

PRICING / SALES / CHANNEL MANAGER, SEPTEMBER 1998 – DECEMBER 2001

- Managed and supervised pricing, profitability and regulatory compliance for all retail business
- Managed 9 rep sales team; coordinated MarComm, Prod. Mgmt., Purchasing, and Finance

Selected Achievements:

- ◆ Recruited, hired and managed 9 sales reps as part of national sales force start-up
- ◆ Executed the company's first price increase in five years, adding \$15M in margin
- ◆ Developed and maintained cross-reference database for 3000 SKU's vs. 13 competitors
- ◆ Selected and implemented software to reduce cycle time on pricing decisions and changes
- ◆ Grew revenues \$18M by successfully managing the Lowe's line review process

BLACK & DECKER (TOWSON, MARYLAND)

Black & Decker is a global manufacturer and marketer of power tools, hardware and home products.

DIRECT SALES REP / END USER SPECIALIST / INTERN, MAY 1995 – SEPT 1998

- Managed four sales reps responsible for 24 Lowe's stores plus Lowe's national Customer Support Center
- Promoted from Intern to End User Specialist to Direct Sales Rep in three years

EDUCATION

Bachelor of Science, Business Administration

1996 – University of North Carolina at Chapel Hill Chapel Hill, NC

Masters of Business Administration

2012 – University of North Carolina at Chapel Hill Chapel Hill, NC