

DICK GUDE

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VICE PRESIDENT SALES

Apparel | Footwear | Outdoor Products

20+ years sales management experience. Create and manage national sales forces, formulate and implement strategic sales campaigns, develop national brand awareness, create new channels of distribution and increase sales. Innovative and creative approach to training, coaching and motivating sales reps and identifying effective brand messages to sell. Work with Sales Ops, Marketing, Vendor Compliance, Product, Credit and Finance to achieve bottom-line sales results.

Expertise includes:

Leadership	Sales Management	Collaboration	Cost Analysis
Coaching	Sales Strategies	Forecasting	P&L
Training	Account Distribution	Budgeting	Licensing

EXPERIENCE

SHOES FOR CREWS, LLC, Boca Raton, FL

2017 – 2018

Vice President Sales, West

Managed 11 strategic account managers selling slip-resistant footwear in 20 states (west of Chicago). Responsible for \$34.4M sales portfolio including B2B and distributor sales in foodservice, hospitality and healthcare channels.

- Coached strategic account managers to help build their key account business.
- Revived MOZO brand distributor business with new pricing, selling and marketing strategies.
- Managed key corporate accounts including Starbucks Corp (B2B) and Amazon/Zappos (retail).

DECKERS OUTDOOR CORP, Goleta, CA

2010 – 2017

Western Sales Manager, UGG Division

2015 – 2017

Managed western sales reps selling UGG Lifestyle product and created rep force for UGG Spa-Resort product.

- Developed new channel of distribution, added 65 new accounts (including JW Marriott, Four Seasons, Hard Rock, Omni, Ritz Carlton, MGM Resorts, Canyon Ranch and Pebble Beach Golf) and grew from \$0 to \$1.75M first year.
- Collaborated with Sales Ops and Marketing to develop new sales collateral and brand marketing materials for sales reps.
- Reviewed rep forecasts with Demand Planning to ensure correct seasonal buys.

Vice President of Sales, MOZO Division

2010 – 2015

Created national sales force including 64 sales reps representing 11 sales agencies, resulting in 225 new accounts.

- Developed company sales distribution strategies across multi channels, increasing sales by \$1.5M.
- Formulated and implemented sales programs for building brand, creating compelling reason for new accounts to buy into program.
- Managed trade shows and national sales meetings, increasing national product awareness and brand messaging.
- Prepared MOZO business plan for sale to outside company, resulting in smooth transition, cash sales price and 90% transfer of existing product.

SPORTS SALES WEST / NEW BALANCE ATHLETIC SHOE, INC., Costa Mesa, CA 2001 – 2010**Apparel Sales Manager**

Managed 13 sales reps and key accounts (including Nordstrom, Sport Chalet, Road Runner Sports, Yosemite National Park/DNC) selling New Balance apparel, socks and accessories.

- Created footwear / apparel specialty tennis distribution, leading to 55 new tennis accounts and 115% sales increase.
- Developed 7 Special Make-Up (SMU) programs with Big 5 Sporting Goods' 370 stores, the most SMU programs of all New Balance accounts in country.
- Represented sales force as member of New Balance Apparel Rep Advisory Board and Tennis Footwear Advisory Board.
- Received 2007 SSW Apparel Rep of Year Award and 2004 NB Apparel Rep of the Year Award.

ADDITIONAL EXPERIENCE**President, FRONT PAGE NEWS, INC., Lake Forest, CA**

Started with product idea, created company, established sales force, negotiated more than 100 licensing agreements (including MLB, NBA, NFL and NHL) and grew company to \$4.9M.

Agency Principal, SPORTSLINE, Irvine, CA

Owned and managed specialty sporting goods sales agency representing 6 premium brands including Rossignol, Descente, Ellesse, Pedigree, Diadora and SAI.

EDUCATION

Bachelor of Arts (BA), Political Science, Principia College, Elsah, IL

AFFILIATIONS & ACTIVITIES

Executive Co-director, CASA Golf and Tennis Show
Announcer, World Team Tennis
MC/Host, Teen Star Santa Barbara
Member, Sales Management Association
Member, Outdoor Industry Association