

ANDREW R. TRUX

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SENIOR MANAGEMENT: Logistics Manager, Director

PROFESSIONAL PROFILE

- 25+ years experience, cross-trained in multiple management functions
 - Management of multi-channel national sales through a dedicated or independent sales force
 - Product and Brand management to maintain and increase market share and penetration
 - Logistics and distribution management to optimize order fill rates while controlling distribution costs
 - Multi-modal freight management including cost negotiation and carrier utilization
 - Bachelor's Degree in Business Administration with Accounting emphasis
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KEY STRENGTHS

Customer Focused
Decision Making
Ethics and Values
Natural Leader
Public Speaking

Reputation based on Integrity and Trust
Interpersonal Relations
Results Driven
Consensus Builder
Bi-Lingual – English and Hungarian

PROFESSIONAL EXPERIENCE

TRADE MARKETING

Independent representative agency specializing in business-to-business sales to the wholesale and distributor school supply market for multiple manufacturers, such as: **Mayco Ceramics, Badge Air-Brush, FloraCraft, Ross Adhesives, Elmer's Glue**, and others.

Agency Principal

Manage all aspects of strategic planning, business development and marketing, as well as P&L management. Responsible for establishing multiple manufacturers as primary vendors to the school supply market that sells to college bookstores, public and parochial schools and teachers through catalogs, retail teacher's stores and competitive bids.

Key Accomplishments

- successfully built the business, starting with no pre-existing sales in 1991, to selling over \$100 million at retail during 20 years
- establishing 15 manufacturers as primary suppliers in this market
- developed state-of-the-art sales presentation to facilitate inclusion of manufacturers' products in customer catalogs
- designed suggested catalog pages to best present manufacturers products in customers catalogs
- planning and setting up show booths to represent manufacturers at industry trade shows
- submitting products to school districts nationally to facilitate product approval for bids
- developing competitive pricing strategies to profitably compete in market segment
- building long-term relationships between manufacturers and customers
- providing reports and customer feedback to the manufacturers to enable them to assess success in meeting corporate objectives

Prior Experience

Corporate sales, marketing, product management and distribution expertise with major national brands such as:

- **Dixon Ticonderoga brand pencils and Prang brand crayons markers and art materials**
- **Ross brand glue and art materials**
- **Elmers Glue**
- **Krylon Paint**
- **Rain Dance and associated brands car care products**
- **Borden Foods**

Key Accomplishments

- company representative to national trade associations
- developed and introduced a line of paint-pen style automotive touch up paints for Krylon
- updated Krylon's palette of aerosol paints to reflect changing décor trends
- designed sales literature and sell sheets for product offerings
- worked with ad agencies to develop national TV and print ad campaigns
- planning and setting up show booths at industry trade shows
- managed corporate sponsorship of Formula Sports 2000 racing team for Krylon/Rain Dance
- managed national sales efforts in the education and industrial market segments, directing both dedicated and independent sales forces, with corporate responsibility for achieving budgeted sales and profit targets
- distribution management responsible for logistics budget. Conducted site analyses to consolidate from a network of 8 public warehouses to 3 private regional warehouses
- managed periodic physical inventory counts at plants, public and private warehouses
- managed regional customer service representatives that handled order receipt and input and problem resolution; responsible for maintaining adequate warehouse stock to achieve corporate mandated order fill rates
- negotiated rail, TL, LTL, and multi-modal freight rates and tariffs for national network of plants and warehouses

MILITARY SERVICE

U.S. Army – Honorable Discharge with rank of SP5 E-5; Vietnam Veteran; primary MOS in Finance and Accounting. Awarded National Defense Service Medal, Vietnam Service Medal, Vietnam Campaign Medal, Good Conduct medal.

Ohio Air National Guard – Honorable Discharge with rank of Staff Sergeant; primary MOS in Finance

EDUCATION

Graduate of Otterbein University, Westerville, Ohio, **Bachelor of Arts in Business Administration** with concentrations in marketing and in accounting

PROFESSIONAL & CIVIC ASSOCIATIONS

The Arthritis Foundation, Central Ohio Chapter – serving on the Board of Directors, Executive Committee as Secretary 2000-2010 and actively involved chairing/co-chairing and volunteering at multiple Arthritis Foundation fund-raising events.