

BUSINESS EXPERIENCE

CIRCUIT OF THE AMERICAS Austin, TX <u>CORNER MARSHAL - PART TIME</u>	512 301 6600	2012 – Present
ANAHEIM ANGELS, VON'S SUPERMARKETS, CITY OF ANAHEIM AND OTHERS <u>CONSULTING AND PART TIME</u>		2006 - 2012
NATIONAL ASSOCIATION FOR THE SELF EMPLOYED NASE Covina, CA <u>HEALTH INSURANCE AGENT</u>	626 331 1669	2005
PRIZES! Huntington Beach, CA <u>VICE PRESIDENT OF SALES</u>	714 891 1710 Licensed and Commodity Plush, Supplying Retail, Amusement & Crane	2003 – 2005
ALLIANCE FUNDING GROUP Anaheim, CA <u>NATIONAL ACCOUNTS MANAGER</u>	714 704 1440 Equipment Leasing Broker, Financial Sales	2003
SUNCO PRODUCTS City of Industry, CA <u>NATIONAL SALES MANAGER</u>	626 369 7004 Manufacturer of Inflatable Beach, Pool Toys	2002
STROMBECKER CORPORATION Chicago, IL <u>WESTERN REGIONAL SALES MANAGER</u>	773 638 1000 Manufacturer of Bubbles, Rack Toys, Die Cast	2000 – 2002
PLAYHUT, INC. City of Industry, CA <u>VICE PRESIDENT OF SALES</u>	909 869 8083 Manufacturer of Fabric Play Structures	1999
McFARLANE TOYS Tempe, AZ <u>DIRECTOR OF NATIONAL SALES</u>	800 345 7477 Manufacturer of Action Figures	1997 – 1999
PLAY BY PLAY San Antonio, TX <u>REGIONAL SALES DIRECTOR</u>	800 562 6266 Manufacturer of Plush	1996
MATTEL TOYS El Segundo, CA <u>ACCOUNT EXECUTIVE</u>	310 252 2000 Manufacturer of Barbie, Hot Wheels, Action Figures, Pre-school, Baby	1982 – 1996 1972 – 1974
COX HOBBIES Santa Ana, CA <u>MANAGER CUSTOMER SERVICE</u> <u>PRODUCT PLANNING</u>	719 372 6565 Manufacturer of Gas Powered Airplanes and Cars	1974 – 1976

ADDITIONAL BUSINESS EXPERIENCE

CLARK / VOLTAIR STUDIOS, INC. Boise, ID	General Manager	1980 – 1982
BOISE CASCADE CORPORATION Boise, ID	Advertising Manager, Homes Division	1978 – 1980
CALIFORNIA FEDERAL SAVINGS & LOAN LA, CA	Marketing Manager	1977 – 1978
LITTON FINANCIAL PRINTING Los Angeles, CA	Marketing Manager	1976 – 1977

EDUCATION

Bachelor of Science Degree Major: Marketing Minor: Management
California State University at Long Beach
Twelve units towards MBA

ROBERT F. VOGT

Award winning sales professional with a “can do” attitude trained to maximize all product sales by being well prepared, well organized and listening to customers’ needs. Excellent motivational skills with in-house sales people, independent reps and customers. Strong communication, presentation, negotiating and problem solving skills. Close relationships with key customers.

BUSINESS EXPERIENCE — CONSUMER PRODUCTS

PRIZES! Huntington Beach, CA

2003 – 2005

VICE PRESIDENT OF SALES

Responsible for all Sales, Sales Analysis, Product Presentations and Trade Shows throughout the U.S. Directed over 30 independent rep groups, 350 reps, and 4 in-house sales people. Assisted the President with Marketing and New Product Development. Teaching in-house staff effective sales communication and closing techniques.

- Increased sales 5.6%, profits by 9.8% in 2004.
- Got a vendor number for Wal-Mart.
- Present product lines to key retailers including supermarkets and drug stores.
- Evaluated the sales organization - hired & fired sales representatives
- Set up and presented product at trade shows, gift shows and rep sales organizations
- Cold-called leading retailers to create new customers
- Designed computer reports and Excel spread sheets
- Forecasting, allocations and customer shipping planning

SUNCO PRODUCTS City of Industry, CA

2002

NATIONAL SALES MANAGER

Sold over 200 products through 13 independent sales groups covering North and South America.

- Presented product line to Wal-Mart, Target, K-Mart, Toys R Us, K-B and other key retailers
- Improved the sales organization through firing ineffective reps and hiring aggressive sales organizations.
- Contacted additional sources for OEM income

STROMBECKER CORPORATION Chicago, Illinois

2000 - 2002

WESTERN REGIONAL SALES MANAGER Anaheim Hills, CA

Presented and sold TootsieToy products in the 14 Western states. Devised innovative sales promotions. Revitalized sales with non-traditional toy accounts. Increased sales volume while establishing price increases. Sold the U.S. Major Supermarket Chains including Kroger, Safeway, Ralph’s, Stater Brothers and Flemming.

- Increased sales volume at Fred Meyer by 35% - the #1 customer in the region
- Increased sales volume at the BMK companies by 40% - the #2 customer in the region
- Developed special products for Disney Retail Stores, Disney Catalog and Walt Disney Attractions

PLAYHUT, INC. City of Industry, CA

1999

VICE PRESIDENT OF SALES

Led, motivated, inspired and directed 11 independent sales representative organizations covering over 400 customers. Supervised 3 in-house sales managers, a sales administration manager, inventory planner and six clerical positions. Achieved dramatic, immediate results with new sales policies and procedures. Trained sales managers and reps. Added planograms as sales tools. Provided structure to the sales department.

- Increased sales volume by 71% - best sales year ever for Playhut
- Gross profit up from 30% to 42%
- Increased Wal-mart, Target, and Toys R Us shelf space to 4 foot sections
- Doubled spring selections at K-Mart
- Positioned K-B, QVC, Costco, Sam’s, BJ’s and other major regional retailers for significant growth
- Achieved 100% increase in ads for fall 1999
- Multiplied the Specialty account volume while developing major growth from the mass accounts
- Authored the sales representative agreements
- Positioned the product line for dual sales presentations – one for the mass merchants, one for the specialty retailers
- Developed new product with Marketing and Design
- Created display centers
- Launched new product fabric – PVC. This augmented the nylon product for a broader product selection
- Expanded licenses

McFARLANE TOYS, A division of TMP International, Inc. Plymouth, MI

1997 - 1999

DIRECTOR OF NATIONAL SALES

Maximized sales using independent reps covering all U.S. and Canadian key customers: TRU, Wal-Mart, Target, K-Mart, K-B and Diamond Distributing. Increased sales and ads for all major and secondary customers.

- Raised sales in 1997 by 26% and in 1998 by 12%
- Positioned company for 20% sales increase for 1999
- Reduced inventory close outs
- Presented product to key customers including specials and collectible action figures
- Created system to track sales and make up shortfalls
- Developed packaging concepts to reach new customers
- Expanded customer base by 10%
- Initiated better public relations and advertising
- Improved communications with the Credit Department
- Developed additional product lines to reach a broader group of customers
- Designed sales reports, forms and documents to facilitate the sales function
- Provided ideas for the design team
- Assisted the Sr. VP of Sales, President and COO

PLAY BY PLAY TOYS AND NOVELTIES, INC. San Antonio, TX

1996

REGIONAL SALES DIRECTOR

Supervised 3 in-house retail sales representatives covering the southeastern territory from Texas to Virginia to Florida. Called on the Wal-Mart / Sam's accounts. Provided sales administration, reports and analysis for the retail division. Coordinated the outside sales representatives. Wrote press releases. Coordinated the development of sales and marketing literature.

- Increased sales of the southeast region from \$150,000 to \$1,700,000
- Expanded distribution for the S.E. region from 20 accounts, no majors, to 60 accounts including all majors
- Worked with Wal-Mart buyers to cleanup carryover

MATTEL TOYS, INC. El Segundo, CA

1982 – 1996

ACCOUNT EXECUTIVE, Dallas, TX

1990 – 1996

Responsible for selling Girls Toys to the key accounts in the southeast. Called on three of Mattel's top ten customers: Service Merchandise, JC Penney Catalog and Retail, and Army Air Force Exchange Service (AAFES). Other customers included Roses, Brendles, Eckerd Drug Stores, Walt Disney Attractions, and all military customers worldwide. Created and sold special product and collectible products. Earned High Achiever trips to China, Europe and Bali / Bangkok. Mattel promoted and moved me throughout the U.S. to escalating positions of responsibility.

- Number one sales person. Selected by Mattel to be featured by Toy and Hobby magazine
- Enlarged total territory volume from \$12 million to over \$39 million
- Earned Mattel's High Achiever Awards for sales gains in excess of 15% four times
- Installed a permanent year round end cap program with Service Merchandise in 1995 resulting in a 35% retail sales increase from January through July
- Increased ads and merchandising support for Service Merchandise making them Mattel's 5th largest customer
- Added SKUs in the JC Penney Catalog from 77 to 84 building Mattel Girls toys to the biggest toy supplier for the JC Penney Catalog
- Sold JCP senior management on using Barbie on the back cover of the Christmas Catalog in 1996
- Increased sale to JCP retail from \$300,000 in 1994 to \$1,800,000 in 1995, a 500% increase
- AAFES sales grew 139% in due to an increase in the basic listing and doubling the ad exposures
- Developed an aggressive retail merchandising program for AAFES

ACCOUNT MANAGER, El Segundo, CA

1985 – 1990

SALES REPRESENTATIVE, Seattle, WA

1982 – 1984

NEW TOY PLANNER, El Segundo, CA

1972 – 1974

COX HOBBIES, A division of Leisure Dynamics, Inc., Santa Ana, CA

1974 – 1976

MANAGER OF CUSTOMER SERVICE

1975 – 1976

Founded department to reduce the 30% return rate of gas engine products. Enlisted over 300 hobby stores for Cox Repair Stations reducing the return rate. Built consumer traffic and cross-sell opportunities for the hobby shops.

MANAGER NEW TOY PLANNING

1974 – 1975

Coordinated Marketing, Advertising, Engineering, Purchasing, and Operations for the development and production of new toys. Designed and managed all child testing and focus group research. Supported the VP of Sales and the VP of Marketing.