
Jacqueline Matusek

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CAREER GOALS

To obtain a rewarding career in a position where I can fully utilize my diverse experience, product knowledge, creative abilities, and sales management skills to positively impact company profitability and overall growth.

EXPERIENCE

Hubbardton Forge- *A&D Sales Specialist/Hospitality, Commercial, Residential*

February 2020-January 2021

- Responsible for all activities from product knowledge brand exposure specification generation to sales closure through a framework of both specified and unspecified projects. Develop and implement an approved marketing and branding plan, meeting both personal and business goals. Working within the sales and support teams for the achievement of customer satisfaction, revenue generation and long-term account goals, in-line with the company vision and values. Maintain the highest level of product and technical knowledge. Identify top commercial based architectural firms in the geographic market; develop strong relationships with key decision-makers to create and secure regional and national specifications for company products. Track commercial projects from specification through to completion. Provide continuing education to A+D professionals through product updates and presentations. Prospect for both specified and unspecified projects to ensure a growing pipeline. Track potential and upcoming projects; maintain an accurate and comprehensive account list. Update daily activities and campaigns. Create and maintain a team approach with the project coordinators. Facilitate frequent job tracking meetings with the project coordinators. Maintain all reporting mechanisms including, lead management, events, expense reports and any additional duties required by the National Commercial Sales Manager. Plan and participate in local events and association monthly meetings. Responsible for communicating market trends and shifts.

Astro Lighting- East Coast Sales Manager- Commercial, Hospitality

May 2019-February 2020

- Responsible for developing and managing key A&D accounts, focusing primarily on Hospitality for the Eastern Region defined as Northern Virginia to Maine. Build strong direct relationships with hotel groups/properties, lighting designers, specifiers, architects and FF&E purchasing in addition to the sales representative firms. Maintaining strong relationships in the A&D community, build and nurture new sales relationships while promoting the Astro brand appropriately. Demonstrating a dedicated, ethical, and resourceful work ethic with an entrepreneurial passion for building markets and strong relationships. On the road on average 3 days per week meeting with clients giving presentations, promoting and assisting the specification process and building a strong project pipeline. Develop the overall strategies to meet or exceed sales goals and objectives. Hiring, training and management, of representative agencies in the Territory. Formulate key account plan for top 25 accounts. Build and maintain a strong project pipeline in line with the sales budget. Provide leadership in the specification and selling process. Provide reports as required. Use planning and management skills to effectively coordinate activities of agency sales teams to maintain performance and achievement of growth. Enhance relationships with key client decision makers and influencers. Accurately develop and promote the Astro brand image with all customers and potential customers. Develop and manage sales visits to key markets and accounts while maintaining budget. Travel independently and with rep agencies to develop relationships with key decision makers. Work closely with marketing to enhance marketing and sales materials for the sales territory and sales agencies. Consistently provide accurate market feedback to identify trends, and assist with product development and pricing.

Swarovski Lighting Business- Business Development Manager- Hospitality

June 2018-May 2019

- Plan, prioritize and manage sales activities to achieve targets as agreed with the Customer Integration Director. Plans should include existing key customers and should also include new, scalable projects and customer targets in the lighting segment. Manage and develop the capability and performance of the 3rd Party channel specific Sales reps across the North American market. Create, develop and manage effective business relationships with Key Accounts in the US to achieve sales goals. Develop product and marketing solutions to meet customers' needs and incorporate the appropriate resources from Trade Marketing, Product Management, R&D, etc., to fully develop and execute these solutions and grow business. Develop and implement customer specific marketing strategies regarding the promotion and sales of specific (new) products and applications and to enable customers to attract new lighting and interiors projects. On a monthly basis, report and comment on sales activities to the Customer Integration Director. Ensure Key Accounts are being served timely and properly through territory planning. Plan budget for the Lighting segment. Ensure that customer's data and project status is maintained in the CRM system according to the actual status and made available to all relevant parties. Participate in trade shows and fairs as agreed with the business to gain industry knowledge and contacts. Coordination and cooperation with the relevant internal stakeholders regarding market specific approaches.

Swarovski Professional - *Senior Key Accounts Manager Lighting/Interiors*

FEBRUARY 2017-JUNE 2018

- Responsible to meet sales objectives by managing and growing the SP business in the channel, nationally. This includes building strong business relationships with existing manufacturers and resellers, and new customers including retail buyers and by providing segment-specific and on-trend product and brand solutions to the customer base. Bring together relevant expertise in product design and marketing to develop retail programs and projects with manufacturers and see that they are executed successfully. Plan, prioritize and manage sales activities to achieve targets as agreed with the VP of sales, including existing key customers, new scalable projects, and customer targets in the lighting and interiors segment. Develop product and marketing solutions to meet customers' needs and incorporate the appropriate resources from Trade Marketing, Product Management, R&D, etc., to fully develop and execute these solutions and grow business. Develop and implement customer specific marketing strategies regarding the promotion and sales of specific (new) products and applications and to enable customers to attract new lighting and interiors projects. Ensure customers are familiar with the ingredient brand, identify potential branding partners and influence customers to use the brand as much as possible. Monthly report and comment on sales activities to the VP of Sales. Ensure Key Accounts are being served timely and properly through territory planning. Plan budget for the Lighting and Interiors segment. Ensure that customer's data is maintained in the CRM system according to the actual status and made available to all relevant parties. Participate in trade shows and fairs as agreed with the Head of Sales, to support SP or customer events, or to gain industry knowledge and contacts. Coordination and cooperation with Global Product and Segment Managers regarding market specific approaches. Communication with local and international colleagues from HQ segment and product management. Manage budget to monthly, quarterly and annual projections.

THG Paris - *Northeast Regional Manager*

OCTOBER 2015-FEBRUARY 2017

- Responsible for the performance of the Northeast territory covering the states of New York, New Jersey, Connecticut, Rhode Island, New Hampshire, Massachusetts, Maine, D.C., and its surrounding region. Responsible for the overall growth, market penetration and brand awareness within the commercial/residential channel. Manage, service, and grow sales in the distribution network. Help resolve technical issues by facilitating the communication between owners, installer, and their affiliates on site. Oversee and provide motivation, support, and training to the existing networks of authorized distributors. Proactively search, approach, and develop productive relationships with current and prospective clients (including distributors, architects, designers, developers, builders, homeowners and end-users) to enhance the overall performance of the company. Conduct presentations to small and large groups (either at firms or during events) and interact personally with the decision makers. Initiate and provide new strategies, business proposals, and suggestions to maximize sales in the territory. Self-sufficiency, daily motivation, and managerial skills as well as very strong interpersonal skills. Participate, organize, and attend events, trade shows and be involved in commercial activities to support the overall strategies of the US and European division. Collaborate on international projects that originate or have a regional influence.

ARTEMIDE SoHo - Area Sales Manager

JUNE 2014-OCTOBER 2015

- Represent Artemide in both the Contract and Dealer markets in promoting the Artemide Group products through Architects, Interior Designers, Lighting Designers, Developers, and Engineering firms for Contract business and to Lighting and Furniture retailers deemed to represent the Artemide Brand in the Consumer market. Promote, sell, and secure orders from existing and prospective customers through a relationship-based approach. Oversee and manage dealer accounts within the territory. Make phone calls, in-person visits and product presentations to existing and prospective clients and project specifiers. Research sources for developing prospective clients and for information to determine their potential. Develop clear and effective written proposals/quotations for current and prospective customers. Expedite the resolution of client problems and complaints. Coordinate sales efforts with marketing, sales management, accounting, logistics and technical service groups. Plan and organize personal sales strategies by maximizing the Return on Time Investment for the territory. Keep abreast of product applications, technical services, market conditions, competitive activities, advertising and promotional trends through the reading of pertinent literature and consulting with marketing and technical service areas. Participate in trade shows and conventions as well as regional sales team meetings to discuss sales forecasts, projects, dealer sales & coverage, market trends, territory issues, and sales strategies. Use of Salesforce CRM for daily activities and tasks. **Promoted to ASM within 6 months of employment. Created a new stream of business to liquidate returns, overstock, and discontinued products. Ranked in the top 10 company wide.**

FLOR SoHo - Showroom Sales/Design Consultant/Outside Sales

APRIL 2011-April 2014

- Build and develop client accounts representing \$1 million in sales annually. Manage existing client accounts and prospecting new accounts within the A&D community as well as residential clients within the Tri-state area. Produce and exceed studio sales goals ranging from 40-80k per month. Demonstrate success in outside sales and showroom presentation. Submitting and monitoring the production of orders, ensuring strict installation timelines are met, submitting proposals for upcoming projects, and acting as a liaison between clients and members of the trade. Coordinate the order process, from conception to final installation. Specify products and ultimately provide the best solution to meet the needs of each individual client. **Top seller by region and location Ranked in the top 3 company wide.**

EDUCATION

Felician College, Location - Rutherford, NJ

JANUARY 2008-MAY 2010

Deans List

Effective Spanish communicator and competent in Italian

Groups

IIDA NY Chapter 2014-2016