**RICK NICHOLS**

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**EXECUTIVE SUMMARY**

Multifaceted, highly motivated and driven sales professional. Outstanding interpersonal, motivational and presentation skills. Experience in labels; all formats of print and application methods. Film; bags, pouches and laminated structures. Bottles; extruded and injection platforms.

**CORE COMPETENCIES**

National & International Sales Management Business Planning and Forecasting

C-Level Management Relationships Proposal Development

Client Needs Assessment Negotiation Skills

**PROFESSIONAL EXPERIENCE**

TURNER LABELS, Nicholasville, KY 2016

[50-year-old company that focuses on high end pressure sensitive labels]

*Account Executive*

* Developed and executed a National Sales Strategy for wine and spirts
* Created and implemented marketing campaign focusing on the Candle Market
* Developed path to certified Woman Owned business
* Won first place TLMI print award for cut stack; Alltech
* Managed Domestic and International Sales for Lexmark
* Target Markets: Wine, Beer, Candles, Automotive and Industrial
* Accounts: Alltech, Lexmark, Funai and Four Roses Bourbon
* Opened 8 New Accounts in 90 days.

GAMSE LITHOGRAPHING COMPANY, Cincinnati, OH 2014-2016

[120-year-old company that produces all of the label applications through all of the print technologies]

*Business Development Manager*

* Led the team in new roll to roll film sales 2015.
* Created Digital Shrink Sleeve Craft Beer Program 2015.
* Developed National Sales Plan for the Heat Transfer Market 2015.
* Target markets; Beer, Beverage, Food, Household, Automotive and Industrial.
* Accounts: Kroger, Gia Russo, Zwanenberg Foods, Power Service, SunButter, Valvoline, Marzetti & Wicked Weed.

MULTI-COLOR CORPORATION, Cincinnati, OH 2005-2014

*[Largest Label Co. in the US with sales over $800MM]*

*Blow Molder Relationship Manager*

* Developed new IML Film application resulting in over $2MM in sales.
* Implemented National Sales Strategy for Flameless Heat Transfer Application; $4MM in sales
* Managed broker relationships for the company.
* Most New Accounts in 2012 & 2013.
* Sales Achievement Awards 7 out of 9 years.
* Accounts: P&G, Church & Dwight, Scott’s Lawn Care, Miller-Coors, Coca-Cola, Arizona Ice Tea, BP, Exxon/Mobil, Valvoline, Hershey, JM Smuckers, Henkel [Purex], Graham Packaging and Alpla.

CONSOLIDATED CONTAINER COMPANY, Cincinnati, OH 2003-2004

*Regional Sales Manager*

* In one year, sold $1 million dollars in new unbudgeted business.

NETWORK PACKAGING 2000-2003 *Packaging Consultant*

* Broker selling film, bags, paper, bottles, labels and closures.

PAPER CORPORATION OF U.S. 1997-2000

*International Business Development Manager*

* Expanded the sales of wet strength label paper from Europe to the US.

SENECA PRINTING AND LABEL 1995-1997 *National Sales Manager*

* Managed 9 sales people. Sales covered cut and stack / in mold labels.

CONTINENTAL PLASTIC CONTAINERS 1989-1995

*Regional Sales Manager*

* Managed 6 sales people. Sales covered Extruded and Multi-Layer Containers.

**EDUCATION**

UNIVERSITY OF CINCINNATI, Cincinnati, OH (*Bachelor of Fine Arts)*

GATF TRAINING

CROSBY COLLEGE OF QUALITY

WHARTON SCHOOL OF BUSINESS *(Financial Training for Sales Managers)*

OWENS ILLINOIS GLASS SCHOOL

**OUTSIDE INTERESTS**

* Golf
* Lector at Church
* Broadcast local high school sports