

Erich Weninger

I have a proven history of successfully building, leading, and motivating highly-efficient teams, showcasing my exceptional decision-making skills, and driving revenue growth.

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EXPERIENCE

Chemical Guys — National Accounts Director

August 2015 - March 2021

- o Pitched and closed key national accounts creating new revenue streams that exceeded \$45MM in annual revenue
- o Identified and targeted thousands of potential retailers and wholesale accounts, growing global wholesale sales by nearly \$30MM annually
- o Created and implemented new policies and procedures to streamline B2C business, created new pricing strategies such as a global MAP designed to maximize sales
- o Spearheaded initiatives to automate sales processing and limit human involvement with order processing by integrating B2C order processes with Oracle ERP and Salesforce
- o Worked closely with supply chain managers to ensure correct inventory planning and internal processes for on-time, in-full deliveries.
- o Worked with the product teams to create innovative new products, kits and accessories designed for mass-markets in larger retailers
- o Coordinated key P&L activities with the Finance team including annual budget planning, monthly P&L reporting, and production forecasting
- o Built cross-functional teams that helped finance, operations and purchasing deliver best-in-class results for our customers

Smarthome — Director of Marketing

September 2013 - August 2015

- o Designed engaging and relevant marketing messaging that resonated with the brand's eclectic customer base
- o Created a modern, responsive website that significantly improved SEO and conversion rates for mobile users
- o Conducted market research and competitor analysis to identify customer needs, market trends, and opportunities for growth.
- o Refactored margins for 3rd party products on our B2C site and Amazon to ensure profitability and competitiveness
- o Developed and deployed successful A/B and multivariate testing strategies
- o Redesigned site taxonomy to reflect changes to SKU selection and focus
- o Responsible for P&L of the business unit and reported to the CEO
- o Worked with executive leadership to maximize EBITA in preparation for sale of the company

KEY SKILLS

Leadership

Strategy

Communication

Results

QUALITIES

Entrepreneurial

Passionate

Data-Driven

Situationally Adaptive

PROFICIENCIES

Microsoft Office (Excel expert-level)

SalesForce (Marketing Cloud, Commerce Cloud, OMS)

Adobe Suite (Photoshop, InDesign, Illustrator)

AWS (EC2, S3, RDS)

Oracle ERP

Microsoft Visual Studio

Asana, Slack, Wrike, Trello, Zoho Creator, HubSpot

C#, SQL, HTML, CSS, JavaScript, JQuery, PHP, MySQL, Python (Raspberry PI)

ScanDigital — Marketing Manager

January 2013 - September 2013

- Increased email channel revenue by nearly 100% within 3 months
- Designed new marketing programs for automation, abandoned cart and drip methods
- Overhauled the customer experience at all touch points, digital and post-sale
- Worked with content licensors to build a catalog of content for wall prints and canvas business units
- Designed 3 full-function websites on the Magento platform for new brands the company owned
- Reworked all internal processes for order processing, customer service and returns/replacements
- Redesigned all pricing models to maximize competitiveness of brands and sales growth
- Built new databases and customer management tools

Smarthome — Print & Email Marketing Manager

July 2010 - December 2012

- Set multiple company records for most YOY sales growth by channel and best performance during sale or promotion
- Owned the promotional marketing calendar and acted as the idea generator for all marketing promotions
- Designed a multi-tiered abandoned cart system that significantly increased cart recovery
- Created behavioral emails based on customer interactions on website
- Ensured all email marketing messages complied with SPAM-CAN and other regulations
- Created innovative and successful digital marketing campaigns such as digital "scratchers" and intelligent targeting
- Overhauled the affiliate marketing program; updating affiliate promos, marketing materials and communication
- Designed and printed a quarterly 30+ page catalog sent to over 2MM households

Nuvio — Director of Marketing Communications

July 2008 - February 2010

- Spearheaded the creation of a new customer portal with an advanced feature-set that provided a level of customization unattainable by competitors
- Revitalized the customer experience by creating new options for custom hold music, phone trees, menu/forwarding and VM options
- Designed and implemented a new B2B-focused website that increased conversions
- Sourced, planned and attended industry trade shows, elevating the companies public profile
- Directed the production of all marketing collateral and materials
- Managed a mixed team of inside and outside sales representatives
- Increased sales by refactoring SPIFFs, promotions and other incentives

- Oversaw the creation of a new app allowing a higher level of customer control over their systems

ProTelesis— Sales Administrator

December 2006 - June 2008

- Performed sales administration duties in support of sales team members and department
- Collected and responded to Government and enterprise-level RFP/RFQs and other requests
- Built cross-functional teams to overhaul the entire post-sales process after identifying inefficiencies
- Managed SOW, project timelines and budgets to ensure deliverables meet or exceeded client expectations
- Worked with internal procurement teams and vendors to streamline product offering to increase efficiency and profitability
- Implemented new customer-centric call center policies to improve satisfaction and retention
- Created innovative tools in Vbasic/Excel to assist sales engineers and personnel during the sales process
- Conducted sales training sessions in coordination with equipment and software vendors

G.W.I.— Marketing Support Supervisor

October 2005 - December 2006

- Setup wine tastings with potential and existing clients/partners and acted as closer for sales representatives
- Produced exciting and engaging marketing collateral that drove POS actions and conversions
- Created new and innovative multimedia and interactive tools designed to help sommeliers and restaurateurs match wines/vineyards with their menu
- Collaborated with graphic designers and winemakers to create eye-catching and engaging wine labels
- Coordinated with FDA, BATF and State agencies for label and varietal registrations and approvals
- Worked with finance and accounting departments to build tools seamlessly track orders and follow-up on payments
- Conducted sales training sessions for representatives and sales personnel and sommeliers
- Developed and maintained a master knowledge-base for all portfolio vineyards and offerings

Frank Groff Inc.— Production Lead

February 2002 - October 2005

- Developed and maintained long-term client relationships through regular communication and exceptional customer service
- Distributed and pitched press and media releases to appropriate journalists and media organizations

- Created and implemented influential media strategies in close cooperation with clients and media partners
- Coached and directed clients in preparation for media interaction; talking points, strategy and likeability
- Developed and executed high-profile events for clients including parties, media events, contests, and festivals
- Operated as the quick-response leader for crisis events, emergency communication and mediation
- Conducted editorial oversight of all multimedia content production
- Served as the primary liaison to client's internal PR and/or Marketing departments

Additional Experience, References and Project Examples Available Upon Request or on my Website at <http://www.erichweninger.com>

SELECT PROJECTS

5G WiFi — January 2012

Developed and deployed a full marketing campaign for the Broadcom 80211.AC wireless technology rollout. Project included logo design/branding, website/blog , CES booth design, tech notes, print/digital collateral, photography and video production.

OPEN Alliance SIG — November 2011

Created marketing programs for the OPEN Alliance Special Interest Group established by Broadcom, Inc. to promote the adoption of ethernet-based communication in automotive networking applications. Project included website design, tech notes, press releases and digital media production.

TriGem/Averatec — March 2010

Developed website wireframes, mockups and digital collateral for South Korean laptop manufacturer TriGem under the Averatec brand in North America.

Skull Base Institute — October 2005

Created and maintained a targeted media relations campaign designed to promote the widespread adoption of minimally invasive, endoscopic brain surgery. The primary application being the safe removal of pituitary tumors, reducing both patient risk and recovery periods.