

901 Glenda Cres Chesapeake, VA 23322
757-546-0507 (h) 757-739-3346 (c)
Snookiebutts@aol.com

Cynthia A. Smith

Objective: To work within an organization where I can make a difference.

Experience

- March 2008 – Present Bose Corporation
Eastern U.S Military Territory Manager
- Responsible for 96 storefronts (CGES, NEX, AAFES and MCX) with an annual sales quota of 6.2 million.
 - Trainer for Regional Managers, Territory Managers, Area Managers and in store Technologists with our 3rd party rep group
 - Trainer for Exchange associates in the Bose product line for customer engagement, product knowledge and sales.
 - Monitor and communicate monthly sales targets with open dialogue for potential opportunities to meet sales goals with our 3rd party rep group field team.
 - Ensure alignment to T&E targets, track and monitor results (by month, quarter and YTD).
 - Develop quarterly planner in alignment with strategic initiatives.
 - Coach 3rd party field team to ensure that event sales and results are posted, tracked and reviewed to establish objectives to improve and surpass 'projected' results.
 - Ensure 3rd party rep field team understands and delivers the Bose Go To Market Standards as it relates to merchandising and engagement.
 - Follow up and review of merchandising initiatives for 3rd party rep group (upgrades, refreshes, and installations of product displays).
 - Work closely with Exchange management to assist with inventory levels.
 - Develop and deliver engagement and sales training.
 - Annually develop and deliver training for AAFES Conus Electronics seminar, MCX Power Zone seminar and NEX NAVCO seminar.

- Jan 2000 – March 2008 Bose Corp
Military Sales Representative
- Responsible for local NEX and AAFES locations with sale quota of One Million.
 - Worked closely with store management to ensure proper stock levels and assortments
 - Planned and executed monthly sales events to increase sales and customer awareness of our product line.
 - Develop and deliver training modules for Exchange associates.
 - Develop and deliver yearly training seminars for NEX, MCX and AAFES for electronics seminars.
 - Ensure alignment to T&E targets, track and monitor results (by month, qtr. and YTD).
 - Received the prestigious Bose Summit Club award five times for exceeding yearly sales goals.
 - Nominated for Worldwide Sales Rep of the Year by Bose senior management.

April 1996 – June 1998 Coast Guard Exchange System

Branch Manager Sault Ste. Marie

- Oversee all aspects of retail operations
- Maintain inventory assortment and levels for optimal sales.
- Vendor orders.
- Train associates on cash handling, register sales, store safety and customer service.
- Responsible for staffing locations, employee evaluations and performance plans.
- Build valuable relationship with base command and ensure that policies and procedures are adhered to.
- Accountable for daily sales audit and cash operations.
- Reconcile monthly ledgers.
- Work closely with base command to ensure safety and security standards are in place and building upkeep is maintained.
- Work closely with customers for special order items.
- Received awards for Highest Increase YOY Sales, Highest Increase YOY Profit and also for Lowering Expenses YOY.
- Plank holder for ISC Cleveland, North Coast Region
- Completed AAFES Merchandise Management Course

June 1992 – April 1996 All For One

Store Manager

- Oversee all aspects of retail operations.
- Responsible for store staffing and employee evaluations.
- Maintain store inventory and stock assortment for optimal sales.
- Weekly warehouse orders
- Daily, weekly, and monthly reports for sales, inventory control and payroll.
- Train store staff in register sales, cash handling, customer service and safety.
- Received awards for Exceeding sales, Inventory control, Safety and lowering expenses.
- Highest sales per square foot in all of district with consisted of 26 locations.

Education

April 2002 Virginia School of Technology Virginia Beach, VA

- Major Massage Therapy – Honors Graduate

May 1985 Lake Superior State University Sault Ste. Marie, MI

- Major Criminal Justice – Corrections 3.82 GPA