

THOMAS ZELL

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INNOVATIVE RETAIL AND MASS MARKET SALES LEADER

An action-oriented, dynamic, and goal-driven leader with documented success in strategy, brand innovation, and marketing. A trusted partner to industry stakeholders, fellow executives, and C-level leaders who transforms challenges into strategic opportunities by identifying comprehensive solutions to business development ideas, revenue generation, and expansion opportunities. Leverages negotiation and strategic decision-making to foster customer-driven approaches by demonstrating exceptional presentation and communication skills at all levels.

CAREER HIGHLIGHTS

- Drove Agio's investment in entering the hospitality market, including establishing a 3-year strategy for market presence and forecasting investment returns.
- Grew Agio's retail mass-market sales division by accelerating customer product innovation and driving pricing negotiations.
- Selected as part of Agio's executive ownership board.
- Mentored industry talent and recognized for an autonomous leadership style, instilling confidence while developing team members for future roles.

LEADERSHIP EXPERIENCE

VICE PRESIDENT OF HOSPITALITY

Agio USA, Minneapolis, MN | July 2023 - September 2024

Selected to direct a team of 5 leaders for entering the hospitality sector for Agio, including brand development, product creation, marketing, trade shows, and factory delivery.

- Established Agio's go-to-market strategy for entering the Hospitality outdoor furniture and contract sector.
- Launched and managed the Agio hospitality brand, including marketing, advertising, trade shows, and online presence.
- Hired and managed North American and International internal and independent sales organizations.
- Partnered with factory leaders to develop hospitality products supporting tradeshow, online presence, magazine/advertising, and delivery.
- Advanced distribution and logistics strategy for streamlining delivery practices.
- Directed all sales and marketing for Agio's mass market division.
- Drove P&L for hospitality and the mass market divisions.

VICE PRESIDENT OF SALES

Agio USA, Minneapolis, MN | September 2019 – June 2023

Recruited to lead Agio's outdoor furniture retail mass market division, including new client development to increase mass market revenue generation.

- Led team of sales personnel for the retail mass market division to increase customer base (including Target, Menards, Home Depot, Bob's Furniture, Home Goods).
- Drove revenue increase by accelerating product and pricing negotiations.
- Partnered with Agio's offshore manufacturing team on all product, marketing, and sales strategies.
- Drove P&L improvements for the mass market division.

SENIOR VICE PRESIDENT OF SALES

SKKR & Associates, Minneapolis, MN | January 2013 - August 2019

Managed multiple product line sales for the retail mass market, including representing Agio's outdoor furniture retail mass market division.

- Drove and managed sales for Agio's outdoor furniture market segment.
- Managed, promoted, and sold multiple product lines to the retail mass market (including Target, Menards, and Home Depot).
- Collaborated with Agio designers, product managers, and offshore factories for development and growth objectives.
- Procured and managed satellite sales offices in Minneapolis, MN, and Eau Claire, WI.

INDEPENDENT MANUFACTURERS REPRESENTATIVE

Portu Sunberg Marketing, Minneapolis, MN | August 2000 - January 2012

- Facilitated, organized, and represented product lines at industry trade shows and expos.
- Developed and optimized retailer inventory and delivery strategies.
- Facilitated the establishment and oversight of the Eau Claire, WI, satellite office.

EVENT MARKETING AND SALES

Black & Decker Corporation, Towson, MD | September 1993 - June 1998

- Marketed and sold the DeWalt power tools and accessories to industry customers.
- Organized event marketing centered around NASCAR, hydroplane, and rodeo sponsorships.
- Developed sales and marketing strategies with Black & Decker's consumer power tool division.

SKILLS

- Decision making
- Managerial leadership
- Advertising and digital marketing
- P&L Budget management
- Collaboration
- Negotiation
- Presentation
- Price structuring
- Equity ownership
- Customer-driven approach

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

University of Wisconsin at La Crosse, La Crosse, WI. | May 1992