

BRIAN T. KEELER

SUMMARY OF QUALIFICATIONS

- Business Owner - Define, direct, and deliver on all company objectives including operational, financial, sales, legal, human resources, and marketing efforts.
- President/COO/VP - worked with and operationalized business for large corporations in North America including Sony, Wal-Mart, McDonalds, Xerox, Mattel, Disney, Fox, Redbox and others. Highly successful & accomplished in aggressively identifying opportunities; developing focus; and providing total business solutions.
- Very experienced in Mergers, Acquisitions, and Due Diligence processes.
- Managed, Directed and Responsible for a \$30M business including three divisions; eight departments; 200+ personnel; and a 34K sq.ft facility.
- Lead the charge in building and administering financial goals, including creating and managing to sales and profit & loss budgets.
- Demonstrated ability to work successfully on projects in a complex environment and control costs through effective uses of manpower and available resources.
- Mentor and support individuals to create strong teams and a team atmosphere for successful results.

ACCOMPLISHMENTS

- Managed and directed record sales growth from \$6M to \$30M as well as personnel and facilities expansion for Market Force Information.
- Managed and significantly increased revenue in a five county territory as a Senior Account Manager for Staples Commercial Sales Division in 2005. Received four Staples "Salesperson of the Month" awards in 2005.
- Achieved a Top 10 ranking in the Office Products Division and Top 5 in the Furniture Division in the Hudson Valley and Capital District Regions for Kd Office Works.
- Developed the Office Furniture Design Division and the Scratch & Dent Office Warehouse Division for Kd Office Works.
- Successfully negotiated with Xerox Corporation to become the designated Xerox Agent in Columbia, Greene, and Berkshire Counties for Kd Office Works.
- Received the Columbia County Chamber Customer Service Award.
- Successfully competed against international competitors including Staples, Office Depot, Office Max, Viking, and Quill.
- Competed successfully against Staples in the same market territory for five years after which Staples approached and purchased Kd Office Works.

AREAS OF EXPERTISE

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| ▪ Energetic and Passionate Leader | ▪ Execution |
| ▪ Sales and Sales Management | ▪ Customer Satisfaction Driven |
| ▪ Operations Management | ▪ Profit and Loss Management |
| ▪ Negotiation | ▪ Team Builder |
| ▪ Excellent Interpersonal Skills | ▪ Analytical and Detail Oriented |
| ▪ Metrics | ▪ Constructive Thinker |

EMPLOYMENT HISTORY

Market Force Information, East Greenbush, NY

2011 – April 2013

President of Merchandising Division & VP of New York Operations

Audit/Theatre/Merchandising Divisions

- Promoted to President based upon contributions to the organization with responsibility to lead all Merchandising sales and operations activities for Market Force Information while managing the operations responsibilities for the Theater and Audit Divisions in North America.
- Realigned Merchandising sales division personnel and goals that resulted in closing +\$2.5M of new business sales contracts in 2012.
- Consistently develop business relationships at multiple levels with clients and operational division personnel.
- Develop and participate in many key internal and external successful high level sales presentations to prospects and Quarterly Business Reviews with current clients.
- Proactively and continuously manage headcount and revenue and profit objectives.
- Lead and implement strategic sales plans by working with sales and marketing departments to drive business verticals via brand marketing and sales campaigns.
- Oversee all aspects of sales cycle management: qualifying, prioritizing, scoping, configuring, pricing, negotiating, and customer satisfaction.
- Sell into top-tier named accounts including SONY, Wal-Mart, Rand McNally, Mattel, Redbox, Anagram, Outcast Media, Disney, and Fox.

Market Force Information (continued)

Vice President of New York Operations

2008-2011

- Selected by the Executive Leadership Team to consolidate, integrate, and then manage the three New York Operating units, and their unique operating models, into one separate and distinct operating model and unit for Market Force. Results in six months, included a much more efficient and productive operating unit that was fully cross trained for maximum resource utilization. Additionally, metrics were created, implemented and measured monthly in each of the departments.
- Responsible for managing, directing, and assisting all Operational areas of the Merchandising, Audit, and Theater Divisions including Client Service, Warehouse, Scheduling, Help Desk, Quality Control, IT, Sales Operations, HR including hiring and terminating employees.
- Interacted regularly with executive management teams in Colorado, Atlanta, Winnipeg, and London regarding Operations, Sales, Finance, Human Resources, IT, Marketing, Legal, and Budget planning.
- Managed a fixed workforce of 160 employees, and 10 – 50 variable resources throughout the year, depending on revenue and workload.

Certified Marketing Services, Inc.

2006-2007

(Acquired by Market Force in 2008)

Vice President & COO Merchandising Services

- Responsible for directing all areas of business including financial, sales, service, operations, shipping, and facility management.
- Developed and managed yearly profit and loss and sales budgets.
- Actively participated in major sales and quarterly review presentations.
- Assisted in developing and initiating both long-term and short-term growth solutions for operations and sales.

Staples, Inc., Albany, NY
Senior Account Manager

2004-2005

- Worked with Staples Corporate and Regional Management to effectively transition Kd Office Works Retail and Commercial clients to Staples.
- Responsible for selling and marketing office products to large businesses in a five county territory. Participated in account presentations and follow up.
- Responsible for attaining sales, gross profit, electronic commerce, average order size and organic growth quotas on a monthly basis. Consistently exceeded all sales goals and objectives.

Kd Office Works, Inc., Hudson, NY
(Acquired by Staples in 2004)
President/Owner

1990-2004

- Participated in major client sales presentations.
- Directed all operations overseeing retail and commercial sales, human resources, payroll operations, and management of the distribution division.
- Managed opening of second retail location and opening of a 7,000 sq. ft. warehouse.
- Created, managed, and updated Kd Office Works policy manual and job descriptions for all employees.
- Managed balance sheet, profit & loss statements, and budgeting processes.
- Created and managed multiple sales divisions: Retail, Commercial, Design Furniture, and Xerox.
- Interfaced with company attorneys, accountants, and consultants.
- Developed long term strategic plans.
- Secured banking relationships and established strategic alliances with dealers and vendors.

EDUCATION

University of Alabama
Bachelor of Arts: Communications

COMMUNITY ORGANIZATIONS

- Hudson Lions Club - Board of Directors
- Workforce Investment Board - Executive Committee
- Columbia County Chamber of Commerce - Board of Directors, 6 years
- Shop Columbia County First – Committee Chairman
- Columbia County Association of the City of New York - Board of Directors, 10 years
- Hudson Little League - Board of Directors, 6 years & Coach, 5 years
- Greene County Chamber of Commerce - Steering Committee
- Claverack Volunteer Fire Company - Vice President, Lieutenant, Captain, 30 years
- Hudson Department of Youth - Soccer Coach, 9 years