

Ralph O. Frith

Performance Maximizing Divisional Manager qualified by 20+ years of experience in driving sales growth and revenue-maximizing solutions for a Fortune 500 portfolio of clients. Respected for designing effective business plans, simplifying processes, preventing inefficient practices, and advancing teams outside their comfort zones to achieve expectational results.

- **Fortune 500 Account Management:** Responsible for achieving over \$100M+ in sales for a portfolio of products for major accounts such as The Home Depot, Lowes, and Walmart
- **Industry Knowledge:** Skilled in all aspects of the retail industry, including product knowledge, inventory management, performance metrics, vendor relationships, customer acquisition, and P&L tracking
- **Sales Leadership:** Led a national sales team comprised of 50+ managers and sales representatives

CORE COMPETENCIES

<i>Sales Execution</i>	<i>Relationship Builder</i>	<i>P&L Management</i>
<i>Business Growth Development</i>	<i>Large-Scale Workforce Projects</i>	<i>Training/Mentoring</i>
<i>Continuous KPI Improvement</i>	<i>Project Management</i>	<i>HR/Hiring/Interviewing</i>
<i>Budgets and Allocation</i>	<i>Forecasting Trends</i>	<i>Quality Assurance</i>
<i>Customer Satisfaction Improvement</i>	<i>Territory Development</i>	<i>Data-Driven Financial Analysis</i>

PROFESSIONAL EXPERIENCE

Pride Youth Services, Inc.

Project Manager -

2020 – 2021

- Manage 6 Care Resource manager, 2 Mental Health Advocates, and 1 Administrative Assistant
- Provide resources for clients that need assistance in Montgomery Co. that have been affected by Covid 19.
- Conduct weekly meetings staff and the project leadership team. Implement new programs and resources

SPECTRUM BRANDS, St. Louis, MO

Divisional Manager – Revenue \$100M+

2014 – 2020

- Directed a retail sales force of 50+ managers and sales representatives in order to market lawn and garden products to Lowes and Home Depot stores in the Midwest, North, and South
- Implemented multiple business improvement processes by improving associate training and increasing seasonal merchandisers to achieve sales goals and positively impact revenue
- Streamlined sales processes to be more efficient by improving market management
- Recommended data-driven improvements based off of KPIs to generate sustainable growth amid a highly competitive retail market leading to reacquired market share
- Achieved top revenue-generating division for 2016-17 by strategically managing the team that supplies entire in-store support

Regional Manager – Revenue \$40M+ – 2014

2007

- Strategically managed P&L while establishing effective sales and merchandise plans resulting in over \$40M in revenue
- Oversaw sales force of 40+ managers and merchandisers selling lawn and garden products to 300+ Lowes and HD
- Exceeded profit expectations by hiring high-performing managers and improving the efficiency of the sales force through strategic training

District Manager – Revenue \$26M+

1996 – 2007

- Top District Sales Manager in the U.S. (1999, 2000, 2004) accountable for all aspects of running a retail sales group and meeting POS goals in excess of \$26M in sales
- Built an excellent rapport with 3rd party distributors and removed potential roadblocks from sales goals

Territory Sales Manager

1993 – 1996

- Sold and merchandised Spectrum Brands lawn and garden products in the Washington D.C. market

COMMUNITY LEADERSHIP

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- Board of Trustees – Vice Chairman, McDaniel College (2007 – Present)
 - Youth Ministry Leader and Member, St. Andrews Episcopal Church (2007 – Present)

EDUCATION

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- **Bachelor of Arts** – McDaniel College, Westminster, Maryland