

**TOM INGRAM &
ASSOCIATES, Inc.**

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Stan Howe Summary Background

Special Recent Success:

Closed Meeting with Strategic Accounts, Built \$5 Million Pipeline in 16 Months

Face to Face Meetings:

- 3M
- Maybelline L'oreal
- Select A Vision
- Reckitt Benckiser
- Kiss Products
- Rand McNally
- Staples
- Supervalu
- Target
- Excel Marketing
- Cadbury USA
- Revlon
- Hasbro

Net Meetings / Conference Calls

- Johnson & Johnson
- Proctor and Gamble
- American Express
- Avery Denison
- Incomm
- Ingram Entertainment
- Garphique De France
- Giant Food
- Best Buy
- Sara Lee

Summary Background

As VP or Sales, Grew a Merchandising Company from:

- **\$3 million to \$7.2 million in year one**
- **\$7.2 million to \$12.5 million in year two**
- **\$12.5 million to about \$15 million in year three (partial year)**

15+ Years in Merchandising Sales, Operations, Related Roles

Success Stories*

Success Story #1:

(61) Results: Sales up 30%, Returns down by 26%, Out Of Stocks down from 35% to 10% in 8 months.

Retailer: Llewellyn Publications – Books-A-Million

Problem: Returns – 35-40%. Out of Stocks – 30-40%. Sales down 26-30%.

Solutions Notes: Met with buyer, brought category expertise, reprioritized, advertising, merchandising mix, data-driven merchandising. Became “Category Captain”.

Category: Publications

Success Story #2:

(62) Results: Increased product on shelf from 50% of stores to 100% of stores

Retailer: Conagra, Target, Pemmican Beef Jerky

Problem: New product cut in to 1250 stores, big coop dollars, on 50% stores on shelf after 30 days.

Solutions Notes: Met with broker, buyer, manufacturer – created program, pricing, made managers aware.

Category: Snack

Success Story #3:

(63) Results: 26% Increase in Sales on Accessory Category

Retailer: Family Dollar, Jewelry

Problem: Wanted Merchandising Program as effective as Target's.

Sales Cycle Notes: Required to do test head-to-head with competitor. Test including set, training, merchandising. Studied buyer's data and surveys, reported on success.

Solutions Notes: Designed schematic flow, merchandising program solution.

Category: Jewelry

Success Story #4:

(64) Results: Achieved 96% compliance in use of bumpers to protect fixtures during remodels. Prevented millions of dollars of waste

Manufacturer: McCue Corp (manufacturer of store asset protection devices, e.g. bumpers for appliance corners.)

Problem: Stores were not installing protective devices. \$1.6 billion being spent for store remodels, but non-compliance caused stores to look bad in 90 days.

Sales Cycle Notes: Large effort with Safeway

Solutions Notes: Tracked store orders for compliance, found preventive solution, personally visited 300 stores.

Category: Remodels, Fixtures

Other Category Experience

- **Books, DVDs, CDs**
- **Cosmetics**
- **HBC**
- **Greeting Card**
- **Sunglasses**
- **Fashion Accessories**

* Success stories are summaries and approximations only. See our web site for additional details on success stories.