

# Bryan L. Tackett

---

## Sales & Marketing | Brand Engineer | Management Consultant

PO Box 30055 Clarksville, TN 37040 – PH | Fax 877.454.7788 – [info@BryanTackett.com](mailto:info@BryanTackett.com)

Seeking engagement with a reputable company, where I can apply my unique business insight, professional skill sets, and career experience to a positive team environment committed to success.

### **Areas of Achievement**

*Sales Growth, Increased Market Shares, Sales Management, Retail, Global & National Accounts, Territorial Sales, Customer Service, Budget Controls, Profit Goals, Marketing Campaigns, Seminars, Trade Shows, Graphic Design, Social Media, eCommerce, Product Development, and Project Management*

### **Computer Skill Sets**

Microsoft Office | QuickBooks | Presentations

### **Work Experience:**

*Management Consultant*

**Bryan Tackett | Clarksville, TN – June 2013 to Present**

[www.BryanTackett.com](http://www.BryanTackett.com)

- Advised company owners on team management, effective organizational administration, and sales and marketing strategy as an independent consultant.
- Founder of Strategic Brand Group 2013 | [www.StrategicBrandGroup.com](http://www.StrategicBrandGroup.com)

*Business Development Executive*

**Tackett Holdings | Hopkinsville, KY - July 2006 to May 2013**

[www.TackettHoldings.com](http://www.TackettHoldings.com)

- Led the global investment, consulting and sourcing firm, which generating over \$2 million in annual revenues and created various original specialty brands developments such as:

**Spray-X**

[www.Spray-X.com](http://www.Spray-X.com)

**American Aerosol**

[www.AmericanAerosol.com](http://www.AmericanAerosol.com)

**Fresh Whispers**

[www.FreshWhispers.com](http://www.FreshWhispers.com)

**Clean & Tidy**

[www.Clean-Tidy.com](http://www.Clean-Tidy.com)

**iSource-X**

[www.iSource-X.com](http://www.iSource-X.com)

**American Pro Builders**

[www.American-Builders.com](http://www.American-Builders.com)

**iShop-X**

[www.iShop-X.com](http://www.iShop-X.com)

- Positioned Tackett Holdings and its subsidiaries for acquisition and facilitated a profitable transition.

*Senior Corporate Sales Executive*

**Sprayway, Inc. | Addison, IL – March 1993 to June 2006**

[www.Spraywayinc.com](http://www.Spraywayinc.com)

- Developed Deere & Company as a key global account for its product line offerings in USA, Canada, Central and South America, Australia, Asia and Europe. Represented network of 3,500 agricultural dealerships worldwide and nearly \$2.7 million in corporate chemical sales revenues.
- Increased Claire - Sprayway revenues 300% from \$18 million to \$60 million from 1993 to 2005, together with the rest of the senior management team. Played a key role in increasing global chemical sales and profit margins and expanding product offerings during the same time period through strategic planning and timely introductions of top-selling products.

- Established Sprayway Singapore office and distribution center servicing Asia, Africa, Europe and the Middle East. Achieved annual revenues of \$3.5 million with key market concentrations in sewing, screen print and graphic arts trades. [www.SpraywaySingapore.com](http://www.SpraywaySingapore.com)
- Helped secure and strengthen numerous national accounts including Walmart, Sam's Club, Price Costco, John Deere, Home Depot, Quaker State, Fastenal, Naz Dar, C.R. Laurence, Pilkington, Safelite, PPG and numerous others.

*Sales & Marketing Consultant*

**Deco Chem, Inc. | Mishawaka, IN – 1992 to 1993**

[www.DecoChem.com](http://www.DecoChem.com)

- Delivered new catalog, trade show booth, product line offerings, call center, and ISO 9000 quality management systems for ink and coatings manufacturer.
- Utilized intimate product knowledge for screen printing, roller coating, coil coating, flexography, rotary screen, letter press, and adhesives.

*Vice President Sales*

**Martin Yale Industries | Wabash, IN - 1991 to 1992**

[www.MartinYale.com](http://www.MartinYale.com)

- Managed \$6 million account network of wholesalers, national mail orders, and super stores for manufacturer of innovative products for improving office, mailroom and print shop productivity.

*National Sales Manager*

**Atlas Screen Printing Supplies, Inc. | Chicago, IL – 1989 to 1991**

[www.AtlasScreenSupply.com](http://www.AtlasScreenSupply.com)

- Integrated work of national dealer network, territorial sales managers, and customer service to achieve sustained sales growth and a stronger customer base.

*Territory Sales Manager –Northern Indiana*

**Brown Manufacturing Group | Wyoming, MI – 1988 to 1989**

[www.BrownMfg.net](http://www.BrownMfg.net)

- Immediately increased sales revenue and was recognized as company's Top Sales Producer.

*Owner*

**Silk Ink Screen Printers | Hobart, IN – 1983 to 1988**

- Grew local screen print business from \$50,000 to \$500,000+ in annual revenues over five years.
- Built a full sales operation with completely revised manufacturing abilities for screen printing custom multicolored designs onto textiles, glass, and paper substrates.
- Slogan became "Best Screen Printer in the Screen Print Business."

**Education:**

Economics & Marketing

**Kalamazoo College | Kalamazoo, MI – 1979 to 1982**

[www.Kzoo.edu](http://www.Kzoo.edu)

**Portage High School | Portage, IN – 1975 to 1979**

[www.portage.k12.in.us](http://www.portage.k12.in.us)

*References and Salary History Available Upon Request*