

Stan Forsyth

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Sales Professional for the Wine Label Printing Industry

Account Executive with numerous established wine industry contacts and 40+ accounts. Solid understanding of flexographic, offset and digital printing technologies. Highly personable, with effective communication and interpersonal skills.

Strengths

- * Proven ability to retain client base even after buyouts and new employment
 - * Proficient at meeting sales objectives
 - * Trade show hosting, presenting & management
 - * Dependable team player
 - * Develops strong business relationships, which result in long-term client loyalty
 - * High integrity, honesty & hard-working
 - * Marketing plan development/implementation
 - * Sales representative training
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Experience

2013-2015, **Business Development Director**, Tapp Label Technologies Napa, CA
Retained after Tapp purchased Ben Franklin Press in 2013

- Developed and maintained relationships with key wine industry decision-makers for one of world's premier label printers, resulting in consistent revenue growth
 - Generated \$1.95M in 2014 and \$1.57M in 2013 through direct sales calls, email campaigns, and attending networking events and trade shows
- Acquired and maintained numerous well-known wineries as clients, including *Francis Ford Coppola Winery, Round Pond Estate* and *J. Pedroncelli Winery*
- Retained all accounts after Tapp Label buyout of Ben Franklin Press
 - Kept clients comfortable with Tapp Label in midst of many internal changes
- Created added value by persuading clients to add embellishments
- Worked collaboratively with graphic designers to create labels that consistently won industry awards
 - Industry awards include the *Package Printing Best of 2012 Show Award* for Francis Ford Coppola's *Coppola Rosso & Bianco* label
- Won 80% of jobs that went out to bid despite seldom being the low bidder as a result of having previously developed strong business relationships
- Garnered most new label order jobs quoted
- Kept clients apprised of progress and status of jobs, and immediately addressed all client concerns, resulting in strong business relationships and long-term loyalty

2008-2013, **Account Executive**, Ben Franklin Press Napa, CA

- Generated consistent revenue growth for wine industry label maker through strong relationship building
- Retained 78% of client base immediately after move from Metro Label
 - Captured additional 10% of client base within 2 years through leveraging previously developed business relationships
- Methodically followed up on prospect accounts, resulting in steady flow of new business
- Represented company at wine industry events and trade shows

2006-2007, **Account Manager**, Metro Label Napa, CA

Retained after Metro Label purchased Gordon Graphics in 2006

- Developed and maintained accounts for label printer's Napa facility
- Transferred all accounts from Gordon Graphics after Metro Label purchase, including *Dry Creek Vineyard, Murphy-Goode Winery, Seghesio Family Vineyards*, and other well-known wineries

1985-2008, **VP/GM, Sales Manager and Sales Rep.** Gordon Graphics Novato, CA

- Developed 200+ accounts through direct sales calls and direct mail campaigns for specialty label printer primarily serving the wine industry
- Promoted to VP and GM in 2005 for having consistently managed sales teams to meet or exceed sales goals
- Conducted search for Gordon Graphics buyer and oversaw company sale
 - Vetted and interviewed prospective buyers as part of search committee
- Promoted to Sales Manager in 1989 for regularly exceeding individual sales goals
 - Coordinated sales team activities, created and conducted training programs, and developed company promotional materials, resulting in tremendous company sales growth

Education, Community Involvement and Awards

University of Alberta, Business Management Certificate Program

Santa Rosa Junior College, Various Accounting and Computer Programs

Numerous College and PINC Courses in Marketing and Sales

IAPHC Redwood Empire Chapter of Graphics Art Professionals

* Past President 1987-1988

Recipient of *Robert Lehmen/Share Your Knowledge* and *Craftsman of the Year Awards*