

Lori Horak

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Sales and business development trailblazer with a reputation for boosting revenue and key account portfolios. Skilled at uncovering and exploiting lucrative niches within core and alternative markets to create new revenue streams. Built top-level relationships in core markets in diverse industries.

CORE COMPETENCIES

- National Sales Management & Strategic Planning
- Key Account Management
- Sales, Marketing & Business Development
- Channel Development & Management
- Sales Training, Coaching & Mentoring
- Recruiting, Team Building & Goal Setting
- Sponsorship & Special Event Planning
- P & L Budget Management

PROFESSIONAL EXPERIENCE

DESIGNER GREETINGS, INC, Edison, NJ

Vice President of Specialty Sales, 2020-Present

Hired by company President to fill a newly created role with a goal of building a robust sales operation and a key account portfolio for the third largest greeting card manufacturer and distributor worldwide. Develop and execute strategies to penetrate major off-price retail accounts and establish a strong foothold in key markets throughout the United States and Canada. Provide leadership and direction to a network of independent sales representatives.

- Transformed a stagnant sales organization into a growth-oriented revenue generating operation. Boosted specialty sales revenue by more than tenfold by creating a solid business development foundation. Tripled revenue generated by independent representatives by instituting a more proactive sales model.
- Skyrocketed growth in top-tier accounts by revitalizing relationships and creating comprehensive account strategies. Instituted a consultative approach and positioned company as a trusted partner. Successes included:
 - **TJ Maxx:** Rescued a neglected account and boosted sales from a single order to a multimillion-dollar partner. Increased account volume by penetrating international markets including Canada and Australia.
 - **Burlington:** Increased sales over 600% within one year through personal attention to account's objectives and needs. Account has continued to grow year over year.
 - **Home Goods:** Established new relationships with this major national retailer with projections to exceed six-figures in 2023.
 - **Beall's:** Took this account from a small test order to a six-figure account within 18 months
- Strengthened partnerships with distributors, which expanded the company's global presence and grew its foothold in key international markets including Canada and Europe.

SOHO PUBLISHING, LLC, New York, NY

Director of Sales, 2017-2020

Drove revenue growth through the sale of print/digital advertising and event sponsorships for a portfolio of four industry leading knitting magazines. Developed and executed strategies to capture additional market share in a highly saturated and competitive market. Cultivate executive-level relationships with retailers, manufacturers, and ecommerce firms.

- Achieved a substantial increase in revenue in core markets by strengthening company's digital presence and sponsorship programs.
- Initiated the design and development of a digital app for company's signature magazine, which increased digital subscriptions by 50% and expanded digital reach to 153 countries.
- Increased visibility in the industry by partnering with Editorial Director to plan and launch a podcast which immediately took a top spot for the category
- Served as a sales and marketing consultant for Sixth & Spring, the company's book division.

HORIZON GROUP USA, Warren, NJ

Director of Sales, 2015-2017

Brought in to build a sales force for specialty business in toy, gift, and book markets, and to manage major accounts, including Barnes & Noble, TJ Maxx and Toys R Us.

- Oversaw sales in publishing division (Devrian Innovations), including rights, display marketing & retail opportunities.
- Managed P&L for the division and prepared budgets and forecasts.
- Transformed an underperforming outside sales force into a highly efficient, first-rate team. Generated a 700% increase in year-over-year sales.

MUD PUDDLE, INC., New York, NY

Director of Sales & Marketing, 2011-2015

Recruited to create additional sources of revenue to compensate for one pending loss of company's largest customer (Borders Books & Music)

- Replaced 100% of lost revenue in first year by acquiring major accounts including Barnes & Noble, JC Penney, Michaels, Amazon, Ollie's Bargain Outlet, and Publishers Clearing House.
- Doubled business by end of year two by further penetrating core and non-traditional markets, tracking trends and developing new product ideas.
- Opened new sales channels globally by selling rights to publishers in foreign markets including Germany, Spain, Finland and Brazil as well as partnering with international distributors in Australia and Canada.

ADDITIONAL EMPLOYMENT HISTORY

ABBEVILLE PUBLISHING GROUP, New York, NY

MADAME ALEXANDER DOLL COMPANY, New York, NY

WORLD PUBLICATIONS GROUP, New York, NY

WATSON-GUPTILL PUBLICATIONS (div. of Nielsen Company), New York, NY

STERLING PUBLISHING CO., (div. of Barnes & Noble), New York, NY

ADDITIONAL ACTIVITIES

LUNCH BREAK, active volunteer for organization that freely provides clothing, life skills and fellowship to those in need. Working with local adults seeking housing, employment and basic needs and mentoring high school students to ready themselves for college.

FAIRLEIGH-DICKINSON UNIVERSITY, active volunteer for senior mentoring program helping to prep them for interviews, resume writing, and employment search.

EDUCATION

Fairleigh-Dickinson University, Teaneck, NJ – **Bachelor of Science, Management**

TECHNICAL SKILLS

Salesforce, Basecamp, Pipe Drive, Microsoft Suite, Social Media Marketing