

R. Michael Parrotte

Address: 3220 Roderick Road, Frederick, Maryland 21704 **Phone:** 301.305.5050

E-mail: michael@agvsport.com

SALES AND MANAGEMENT EXECUTIVE

MARKETING | PRODUCT DEVELOPMENT | IMPORT/EXPORT | RISK ANALYSIS / MANAGEMENT

PROFESSIONAL SUMMARY

Seasoned and globally skilled sales and management expert equipped with expertise in international trade and extensive knowledge of international markets. Accustomed to defining short- and long-term business road maps toward significant profitability while sustaining regulatory guidance and support to multiple client companies worldwide; providing expertise in international sales and in cultivating long-term client relationships and managing entire range of manufacturing and distribution across the globe.

SYNOPSIS OF ACCOMPLISHMENTS

- **Accomplished business development strategist;** successfully founded a company into a multimillion dollar international enterprise while ensuring overall integrity in the design, development, sourcing, and management of extensive product range; managing relationships with manufacturers in Italy, Romania, Brazil, China, Korea, Indonesia, Pakistan, and Vietnam
- **Visionary leader of revenue increases;** instituted and expanded \$10 million US market for Italian parent company and secured sales agreement with American Honda; driving the largest sales in AGV Helmets company history

AREAS OF EXPERTISE

- Strategy Plans and Business Development
- Global Account Management
- Strategic Market Positioning
- Product and Material Sourcing
- International Trade and Licensing
- Sales and Revenue Optimization
- Operations, Logistics, and Technical Support
- Staff Development and Process Improvement

PROFESSIONAL EXPERIENCE

FOUNDER AND PRESIDENT

AGV SPORTS GROUP, INC.-Frederick, MD (1985-Present)

Established and currently managing a business in line with sales and distribution of sports and safety apparel. Oversee daily business operations, international transactions, and business development functions, including advertising, sales, marketing, and strategy development

- Successfully broadened the firm's marketing presence and established a network of suppliers and distributors in 15 countries
- Administered and maintained coordination in activities of license holders in emerging markets and developing countries, including Brazil, Russia, Eastern Europe, and China
- Determined and capitalized on business opportunities and spearheaded efforts to add license holders
- Maintained comprehensive knowledge on product liability, risk management, and intellectual property
- Negotiated business agreements with diverse groups of international business leaders across Europe, Austral-Asia, Asia, and Latin America; maintained team of interpreters

R. Michael Parrotte

Address: 3220 Roderick Road, Frederick, Maryland 21704 **Phone:** 301.305.5050

E-mail: michael@agvsport.com

(www.vemarhelmets.com)

CONSULTANT

VEMAR HELMETS, Grosseto, Italy • 2005-2007

Strategically guided clients and provided business solutions based on their specific needs and thorough assessment of international markets. Sustained global marketing strategies and advised on product development and product liability issues to ensure clients' successful business launch and profitability.

- Strategized and ensured proficient execution of marketing campaigns for the firm's line of motorcycle helmets in North America and provided advice to foreign business investors on how to penetrate the US market
- Managed overall advertising campaign and developed all US advertising programs
- Secured agreements with and directed entire sponsorship campaign with racers
- Spearheaded the successful facilitation of tradeshow, exhibitions, and conventions
- Liaised as a registered agent between the firm and the US Department of Transportation
- Achieved the goal of establishing a new distribution network in North America
- Trained and maximized skills of regional managers and sales representatives of nationwide distributors

(www.kbchelmets.com)

CONSULTANT

KBC AMERICA-KBC HELMETS-Burbank, CA/Seoul, Korea • 2000-2004

Optimized the development and promotion of new brands of motorcycle helmets to be manufactured for national and international distribution; consulted by global business entrepreneurs on marketing procedures and key requirements to penetrate the US markets and conduct international trade.

- Determined feasibility of new products through in-depth market analysis and monitoring of the product's marketing performance
- Advised clients on product liability and licensing issues
- Designed innovative marketing, advertising, and promotional program

VICE PRESIDENT

AGV-SpA AGV HELMETS-Frederick, MD, MD/Alessandria, Italy • 1985-1999

Expertly directed all efforts in optimizing sales, marketing, and product development in order to broaden business and align product development plans in the US market.

- Directed and ensured functional efficiency of training, risk management, product liability, shipping, receiving, warehouse operations, and all aspects of the business
- Co-managed quality control, product design, and development
- Primary point of contact responsible in winning contacts with Kawasaki Motors Corp., and American Honda Motor Company
- Successfully hired and developed field sales force of 33 independent representatives nationwide.
- Key involvement in SAP global shipping system implementation; trained employees in proper use of system in offices globally
- Streamlined all functions associated with testing of helmets in accordance to US DOT S218 safety standards product liability