

Jeff Quinn

Kingwood, TX | (281) 686-2845 | txquinn@gmail.com | www.linkedin.com/in/jeff-quinn

Results-Driven Entrepreneur & Business Development Expert

I am a seasoned entrepreneur and accomplished business development leader with over two decades of experience in launching and expanding diverse enterprises, spanning retail, manufacturing/wholesale, and digital sectors. I collaborate with organizations to drive growth and enhance stakeholder value by identifying lucrative market prospects, devising strategic roadmaps, optimizing operational efficacy, and cultivating a disciplined approach to sustainable profitability.

Key Achievements

- **Versatile Business Leadership:** Proficiently directed and engaged in all functional aspects of multiple businesses, including advertising, marketing, sales, customer service, operations, finance, and administration.
- **Multi-Industry Triumph:** Established successful enterprises in retail, manufacturing/wholesale, automotive, B2B, and e-commerce domains.
- **Guided Multi-Million Dollar Ventures:** Held the positions of President at a \$60M company and Executive VP at a \$500M company.

Core Competencies

- | | | |
|-------------------------|-----------------------------|-----------------------|
| • Business Development | • Setting & Monitoring KPIs | • Team Leadership |
| • Strategic Planning | • Multi-Unit P&L Management | • Employee Engagement |
| • Operations Management | • Product Development | • Sales Leadership |
| • Process Improvement | • Digital Marketing | • Sales Training |

Education

B.A. in Communications & Marketing | 1994 | Stephen F. Austin State University

Experience

Vice President of Business Development | Elements Sleep, LLC. | May 2020 – June 2023

Instrumental in establishing a pioneering mattress manufacturing venture in collaboration with Elements International Group, LLC. Led the formulation of the business plan and inaugurated a cutting-edge 200,000 sq. ft. mattress & furniture manufacturing facility.

Key Contributions:

- Successfully introduced a proprietary mattress brand for US wholesale distribution, encompassing branding elements, guidelines, marketing collateral, sales training, and market strategy.
- Designed and deployed turnkey display units, driving retail sales, and enhancing customer engagement.
- Devised diverse merchandising assortments and strategies tailored to distinct customer segments.
- Co-inventor and patent holder of the groundbreaking AdaptiveGrid gel grid technology for commercial application in mattress and furniture construction.
- Managed a team of 35 independent sales representatives in the mattress category.

Vice President of Business Development | Sinomax USA, Inc. | May 2018 – Aug. 2019

Oversaw the growth and development of the commercial mattress business for a prominent foam manufacturer operating in the US and China. Orchestrated product development efforts and managed overall business operations for the largest national bedding specialty retailer.

Key Contributions:

- Developed comprehensive branding and marketing strategies for various product lines showcased at leading US retailers.
- Spearheaded the creation of a robust digital marketing program, encompassing website development, brand television spots, branding guidelines, and trade presentations.
- Managed logistics and support services, effectively servicing over 75 distribution centers across the US.
- Managed new product rollouts, merchandising plans, trade shows, and vendor relationships.
- Led sales team to market success with sales exceeding \$25M.

Co-Founder & Chief Operating Officer | Spink and Co. | Jan. 2015 – Jan 2017

Architected a joint venture that introduced the luxurious "farm to bedroom" Spink & Edgar mattress line to the US market. Actively involved as COO from 2015 to 2017, contributing to strategic planning and operational setup.

Key Contributions:

- Co-developed comprehensive business and market-entry strategy.
- Played an integral role in product development, encompassing raw material sourcing, design, and supply chain management.
- Engaged in designing presentations, pitching clients, securing supply agreements, and launching the product line within top retailers.
- Established a robust dealer network including renowned names like Sit N Sleep, Jordan's Furniture, and Famous Tate.

- Pioneered the "farm to bedroom" concept, introducing mattresses without polyurethane foam or fillers.

President | LWT Truck & Auto Unlimited, LLC | Aug. 2008 – Jan. 2018

Led the transformation of a distressed business in the automotive aftermarket sector, driving remarkable turnaround and growth.

Key Contributions:

- Revamped and upgraded retail spaces, resulting in a substantial 40% increase in overall sales.
- Engineered a new business infrastructure, spanning POS system, accounting software, CRM platform, selling process, and operational protocols.
- Introduced a commercial coatings division, catering to both retail and commercial clients.
- Cultivated key partnerships with automotive dealers, repair shops, commercial vehicle fleets, and the oil and gas industry.

Executive Vice President of Stores | Mattress Firm | Jan. 2005 – Mar. 2007

Guided store operations and performance of the largest national bedding specialty retailer. I started this role after selling the largest franchise back to corporate and bringing our management team to Houston with the vision of building the first national bedding specialty retailer in the country.

Key Contributions:

- Orchestrated the productivity, profitability, and strategic expansion of diverse store concepts and brands.
- Formulated merchandising strategies for clearance center store concepts, facilitating the liquidation of returned and damaged merchandise.
- Collaborated with the EVP of Sales to drive store performance, execute promotions, and achieve operational efficiencies.
- Played an active role in real estate decisions, new site locations, development deals, remodels, store buildouts, and concept designs.
- Led efforts with loss prevention to standardize operating procedures, resulting in significant shrink reduction across retail and warehouse operations.
- Managed a team of Regional and District managers, fostering leadership development.
- Contributed to the successful acquisition of the business by J.W. Childs, marking a historic transaction in Sun Capital Partners, Inc.'s history.

Partner | Elite Management Team, Inc. | Aug. 1995 – Jan. 2005

This Greenfield franchise venture started in Atlanta, GA. We grew the business with internal cash flow to 7 different cities operating 50 stores in Georgia and North & South Carolina with annual revenues of \$62 million. It became the largest and most profitable franchise in the company, and I sold the franchise back to the franchise for an equity position in corporate organization.

Key Contributions:

- Gained diverse expertise across all business facets, from Store Manager to President, contributing to comprehensive skill development in sales management, leadership, customer service, merchandising, advertising, operations, logistics, and finance.
- Forged strategic alliances with top vendors, driving product development and fostering mutually beneficial relationships.
- Distinguished as a top recruiter at multiple universities, attracting exceptional talent from various departments.
- Generated substantial sales volume and developed an acute understanding of the retail environment, consumer preferences, product trends, and effective strategies for thriving in highly competitive markets.
- Personal sales over \$8 million.
- Directed Regional and District managers, nurturing leadership capabilities.

Contact Information

Kingwood, TX | (281) 686-2845 | txquinn@gmail.com | www.linkedin.com/in/jeff-quinn