

## **Michael R. Seely**

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### **EXPERIENCE**

#### **North Pacific Group, Inc.**

September 2004 – Present

##### *Direct Sales Representative – Concord, NH and Okemos, MI*

Source and obtain customers for North Pacific Building Products in the Midwest Division by developing close relationships with key purchasing personnel at each retailer location.

- Have consistently achieved annual sales objectives in excess of \$10 million
- Direct commodity sales experience, including OSB, lumber, plywood
- Responsible for managing inventory levels of dimension lumber in the Concord, NH and Springfield, MA locations, ensuring proper turns on inventory
- Communicating price changes and, market fluctuations with senior management and customers
- Creating, implementing and following up on customer opportunities on product lines via weekly specials, early buy programs, and quantity discounts options.

##### *Division Manager – Phoenix, NY*

Responsible for all sales, purchasing and managerial duties at location.

- Met and exceeded sales goals of \$720-\$800K; achieved \$1M
- Successfully brought new product line (dimension lumber) to location; turned profit immediately
- Encouraged warehouse employees to obtain additional certifications (CDL-B, forklift, etc.)
- Reorganized warehouse set-up to improve efficiency
- Achieved and maintained highest company safety rating level during tenure

##### *Commodity Sales – Phoenix, NY*

- Sourced, and maintained new and atrophied customers for commodity product line
- Doubled sales volume from previous territory management within the first year
- Obtained eight large key accounts within the first six months

##### *Inside Sales Representative – Concord, NH*

Responsible for all Northeast OSB and lumber direct sales.

- Successfully bought and negotiated import OSB from Brazil in order to fortify inventory prior to Hurricane Katrina; turned 15-27% margin on truckloads creating \$1M profit per month.
- Purchased and sold back-to-back truckloads of OSB and lumber.
- Sourced new accounts and gained market share by cold calling new and existing territories.

#### **Michigan Lumber & Building Materials Association, Lansing, MI** September 2003 – February 2004

##### *Membership Services Intern*

- Updated and maintained membership database.
- Helped promote annual Great Lakes Building Products Exposition
- Researched and compiled market data and member service use information used to develop new marketing strategy for MLBMA

### **EDUCATION**

Northwood University, Midland, MI – Bachelors of Business Administration