

Kevin Hill

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Executive Summary

Interactive division level business leader with international, national & regional skills to successfully manage large product lines and entities. Strengths include direct responsibilities in the areas of marketing, sales, business development with a strong engineering background coupled with general management, strategic leadership, operational and financial expertise. Proven results in successfully building and supporting brands through viral & social marketing and traditional advertising which have resulted in long term relationships between manufacturers and their clients.

Executive Experience

Road Warriors USA Consulting · Feb 2009 – Present

- * Brand development, web site traffic growth, web site UI and advertising revenue. Developed brand strategy and statistics systems.
- * Strategic Consulting, including business plan & sales strategy development.
- * Advising new businesses on formation of corporations and business structures, drafting privacy policies and structuring commercial transactions.

DAS Audio USA · Dec 2002 - Jan 2009

USA Sales & Marketing Manager – Applications Engineer

USA Sales Manager – Planned, developed and launched a new national sales department, which included the creation of marketing plans, cost analysis, sales territories, manuals, procedures, presentation materials and hiring and training of 15 regional sales firms through out the USA.

USA Marketing Manager - Responsible for market development and branding for the USA Market. Serve as primary public point of contact for all marketing efforts including print and internet media. Directed and coordinated all trade show and special events appearances.

Applications Engineer - Prime contact for all large scale installations and system sales. Providing both onsite and in house front end designs. Developed training programs and performed all system trainings for consultants, contractors, installs and system owners.

I held and performed all related functions to the above three positions concurrently for the entire time of employment at DAS Audio USA.

Summary – Extreme neglect by pervious distributors as well the parent company (based in Valencia Spain) brought the USA operations to the verge of complete collapse by December 2002. The USA Market however was able to post it first annual sales increase in three years in 2003. After completion of rebranding of the company from a MI (Musical Instrument)/consumer based company to a professional touring and installation manufacturer the net results were three of the top years in sales performance history in the USA. 2004 posted over an 80% increase with 2005 adding an additional 130% increase. After 2006 achieving flat sales, 2007 sales increased another 18%. The years of 2004, 2005 and 2007 each were recording breaking USA sales with 2007 still being the best year in USA Sales history. Over the course of six years I as well oversaw installations in NFL, NHL, MBL and top performance arenas in the USA.

Monster Cable · Dec 2001-Jan 2002
Director of Pro Audio Products

“Jump started” Pro Audio Division after two years of stagnation by pushing through new products that had been stalled in Engineering for over five years. As well completed new designs of connectors and packaging that reduced returns and “shrinkage” by 90%. This reduction as well discovering accounting errors brought profit margins from less than 1% of total sales to over 28% of total sales.

Instituted Monster Cable’s “M4 Program” at the USA’s largest MI retail store chain which was the industry’s first ever manufacturer’s program of this size ever implemented in the MI (Musical Instrument)/consumer market. This implementation as well improved territory training and management resulted in the largest sales increase (over 20%) in the Pro Audio division history.

Four Corners Marketing · Aug 1993-Dec 2001
President/Owner

President/owner of Four Corners Marketing, an independent Manufacturers Rep firm that was established in January 1994. Although profitable, the ROI was very difficult after the "dot com" collapsed and 9/11. Rep firm was awarded numerous "Most Improved" and "Rep of the Year" awards.

References and Online Resumes

Online Resume: <http://www.roadwarriorsusa.com/page4/page4.html>

Online References: <http://www.roadwarriorsusa.com/page3/page3.html>

Education and Credentials

University of California, Los Angeles
1993 – 1994

Foothill College
1980 – 1981

San Jose State University
1981 – 1982

Los Angeles Valley College
1974 – 1976

Burbank High School

1971 - 1974

