

SESHA YALAMANCHILI

288 Ranch Trail Drive, Williamsville, New York 14221
(716) 566-8839 sasha@roadrunner.com

SALES OPERATIONS & MARKET RESEARCH LEADER

Sales Planning & Operations – Business Unit/ Category/ Product Line Management Business Analysis – Product Development – Market Research – Sales Forecasting

Innovative thinker with proven ability to translate consumer and market knowledge into executable strategies for market share growth and increased profits. Strong technical and analytical skills with solid experience in product development and process improvement. Background is well suited for leadership roles in the outdoor, sporting goods, and consumer products industries.

PROFESSIONAL EXPERIENCE

THE MANZELLA GLOVE COMPANY/MANZELLA PRODUCTIONS, INC. – Buffalo, NY 1999 to Present

Director of Sales Planning & Operations (2007 to Present)

Promoted to create processes and improve operational efficiencies needed to support aggressive drive for top line sales, with renewed focus on sales forecasting, sales management, sales operations, product development, and sales reporting & analysis.

Oversaw sales operations with responsibility for hiring, training, and leading a team of 8 engaged in sales, product development, and marketing. Improved sales efficiencies and ensured timely execution of product commercialization, trade show initiatives, outbound sales campaigns, and creation of sales collateral. Created infrastructure and processes; implemented business ERP software solutions.

- **Created first-ever custom business intelligence reporting** that provided real-time visibility of supply and demand for all SKUs. These efforts resulted in the company's best-ever balanced inventory and inventory turn performance.
- **Grew sales in every division of the company** by equipping the independent sales force with strategic sales tools (product training, territory planning, competitive pricing and programs, and inventory availability reports) to grow sales in every territory.
- **Instituted the company's first automated sales trend reports** (by territory), which provided real-time views of sales bookings for more effective inventory planning and sales management.

Director of Market Development & Research (1999 to 2007)

Recruited by president and owner to identify market opportunities for the winter sport glove category. Determined need for assessment of optimal product "fit," the competitive landscape, consumer buying behaviors, and retail landscape to expand market opportunities.

- **Managed a research study of the human hand to determine optimal glove "fit."** Findings resulted in the development of proprietary glove patterns that positioned Manzella as the winter sport market leader in glove "fit."
- **Analyzed the winter sport glove market across all major competitors** to identify the "best of class" gloves in every key category. This study enabled Manzella to better focus the product line to offer top quality gloves in every category, reducing SKUs 20%, and increasing sales 30+%.
- **Led consumer glove buying behavior studies** that resulted in creation of the Manzella Glove Selection System™, a highly intuitive Point-of-Sale system placed in *Sports Authority*, *Dick's Sporting Goods*, *Gander Mountain*, and other high-end specialty shops, achieving 20% greater sell-through productivity.
- **Conducted comprehensive analysis of the specialty retail landscape.** Results led to sales plans that targeted key prospects in dense geographic markets, achieving a 20% increase in glove sales to outdoor, ski, and hunt specialty retailers.

PROFESSIONAL EXPERIENCE (Continued)

GORE-TEX® FABRICS DIVISION/W.L. GORE & ASSOCIATES, INC. - Elkton, MD

1989 to 1999

Product Line Manager - GORE-TEX® Footwear Division (1993 to 1999)

Promoted to assume overall business responsibility for a multi-million dollar golf shoe product line. Responsible for studying golfers' needs, translating needs into product attributes, and directing R&D.

- **Served as lead product liaison with Nike Corporation** in the launch of their new Tiger Woods golf footwear category.
- **Developed a new sealant technology**, in conjunction with the company's Polymer Products Division, streamlining the waterproof footwear manufacturing process, improving fit, and allowing business expansion into the golf and dress shoe market.

Product Engineer - GORE-TEX® Footwear Division (1991 to 1993)

Member of product development team that researched materials, construction, and assembly techniques to produce 100% waterproof and breathable footwear.

- **Redesigned materials and assembly method** to prevent the loss of \$1.3 million/year Etonic golf shoe account due to severe product defects.
- **Collaborated on the development of a patented waterproof quality assurance test** for footwear, reducing test time from 5 days to 30 minutes.

Process Engineer - GORE-TEX® Footwear Division (1989 to 1991)

Led the startup of a new state-of-the-art fabric lamination production line.

- **Standardized operating procedures** and commercialized existing Gore-TEX® fabrics using new lamination technologies.
- **Reduced time and costs, increased yields, and optimized fabric properties** through the use of design of experiments and statistical process control (SPC).

E. I. DU PONT DE NEMOURS AND COMPANY

Summers 1987 - 1988

Research Intern - Experimental Research Center, Wilmington, DE (Summer 1988)

Research Intern - Corian® Plant, Buffalo, NY (Summer 1987)

EDUCATION

STATE UNIVERSITY OF NEW YORK AT BUFFALO - Amherst, NY

B.S., Mechanical Engineering (June 1988)

President, American Society of Mechanical Engineering Student Chapter (1987 - 1988)

PROFESSIONAL DEVELOPMENT

Effective Business Presentations (Campisi & Associates, 2007)

Creating a Living Brand (JDK Design, 2006)

Leadership Effectiveness Training (Gore, 1994)

Critical Problem Solving (Gore, 1993)

Effective Communicating (Decker Communications, 1993)

Introduction to Designed Experiments and Data Analysis (Gore, 1990)

Strategy of Experimentation (DuPont, 1990)

Theory of Manufacturing Constraints (Goldratt, 1991)