
RANDALL WAYNICK

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SENIOR EXECUTIVE SALES-MARKETING, BUSINESS DEVELOPMENT

Strategic leader that has both real world and academic experience to implement change while increasing performance. Possessing a unique combination of field, headquarters, c-level, sales, marketing, and operational skill sets that provides results. A compelling, motivating, and “hands on” leader that has excelled in large corporations, and start-up environments. A passionate and convincing communicator. Instrumental in leading Sony, VIZIO, LifeProof, Robo3D to dominant positions with innovative, customer focused strategies. A reorganization and strategic planning expert.

EXPERIENCE:

Robo 3D, San Diego, CA (*Publicly listed Manufacturer for desktop consumer 3D printers*) 2016 - present Chief Operating Officer & Vice President of Revenue

Led a startup business to IPO on the Australian Securities Exchange. Organized and executed a small startup to a functional business with defined process, roles, and objectives. Implemented and formed an organization to foster the growth of the company as a key innovator and market share leader in the emerging industry segment.

- Crafted a liquidity event strategy and securing investment from private equity firms, resulting in public listing.
- Recruited expert talent to accelerate processes and growth.
- Designed and implemented new compensation structure and plan.
- Successfully launched two new models. Secured industry leading manufacturing agreement with Foxconn executive team.
- Spokesman to industry analyst and press agencies/publications.

Otter Products, Fort Collins, CO (*Mobile accessory manufacturer. Leader in market share.*) 2015 – 2016 Vice President of Sales Americas

Recruited to return and reorganize sales organization and drive strategic changes to organization structure for all aspects of the company. Implement a “sales driven” thinking within corporation. Advise CEO on long-term focus and short-term tactics

- Grew business by 20% over prior year. 500% growth with strategic carrier.
- Implemented a new metric driven compensation program linked to individual performance. Reduced fixed cost by 30% while increasing revenue.
- Applied p/l review by account to objectively gage investment and partnership strategies.
- Created a “Power Vertical” strategy to align strength and focus in specific channels. Integrated business design to increase sales by more than \$10m in existing channels. Created a stronger negotiation positioning and a more efficient marketing spend.
- Successfully launched new technology in underperforming categories. Grew brand market share to 15% nationally from less than 1% market share. Incremental \$25m in revenue.
- Negotiated direct contracts and relationship vs. distribution, contributing more than \$7m of incremental profit.
- Awarded Sales Leader of the Year 2015

Sound United, San Diego, CA (*Audio speaker manufacturer. Leader in home speaker market share.*) 2014 -2015 Chief Sales Officer

Reorganized three distinct sales organizations and processes into one sales organization supporting Definitive Technologies, Boom, and Polk Audio. Implemented a channel strategy and expansion objective. Implemented a compensation program that was based upon individual performance metrics and improved accountability and performance. Oversaw global sales expansion programs. Implemented new forecasting systems to drive supply chain/production. Launched and created sales strategy for new audio technologies (wireless music systems).

- Presented turnaround strategy to Board and private equity firms and executed restructure/turn around.

- Recruited new sales expert talent to regenerate the organization.
- Designed and implemented new compensation structure and plan. Saved more than \$1m in cost and rewarded top performers.
- Successfully launched new portable audio products into wireless and mass channels. Established business with Magnolia, Nordstrom's, AT&T, GameStop, SAM's Club, Amazon, and Target.

LifeProof, San Diego, CA (*Start-up mobile case manufacturer. Leader in premium waterproof cases.*) 2012 – 2013
Vice President of North America Sales, Head of Strategic Accounts

Lead the sales team to dramatically improve distribution, expand volume, improve profitability, and clean up unauthorized accounts. Create and execute a deliberate strategy to move from niche to major market shareholder in the rugged case segment. Prepare company for liquidity event.

- Improved business by more than 200% increase in sales volume, tripled market share to 20% nationally.
- Analyzed market and company to create growth strategy and action steps.
- Defined channel management/distribution. Delivered over \$350m in revenue. Positioned company for acquisition.
- Created a monthly forecast and quota process to measure performance as an organization and individuals.

Aurasound, Santa Anna, CA (*OEM manufacturer of audio products.*) 2011–2012 Executive Vice President

- Supplied leading brands with innovative sound bars.
- Negotiated and implemented full line Hitachi sound bar business. 80% increase in sales vs prior year.

VIZIO, Irvine, CA (*OEM manufacturer of audio products.*) 2010 – 2011 Chief Sales Officer

Responsible for all operations and functions within the sales, public relations, and marketing groups.

- Led sales organization restructure and staffing.
- Created new compensation plan, implemented detailed account planning and strategy.
- Created an International, B2B, and Consumer direct organization/strategy.
- Led VIZIO to #1 market share in US for LCD.
- Launched new distribution and categories extending VIZIO brand.
- Grew top line revenue by 60% in key selling season.

SONY CORPORATION, San Diego, CA

1985 – 2010

Senior Vice President Strategic Alliance, New Business Development

Assigned the role to consolidate Sony's total consumer approach to a "Connected Home". Specific focus on two key areas: integrating and defining strategy around the content/services business model utilizing operator/service providers within the US market. Specifically defined our strategy with Cable, Telco's and satellite providers. Secondly, create new products and new business models to expand organic growth for Sony devices.

- Revised strategy led to multiple million-dollar increase in revenue from content business arrangements.
- Opened up design and development of new products for use in the operator environment.
- Served as the Sony executive on multiple consortiums and industry groups.
- Led the product research team for the United States shifting focus from a retail only model for allowing a more profitable hardware service model.
- Implemented key changes reducing product design by two to four months.
- Executive member of the Global 3D task force that defined strategy and action plan for market introduction, negotiated content and promotional arrangements with major content creators, and succeeded in positioning Sony as the leader for consumer 3D.

Senior Vice President/ General Manager of Home Products Business Division

Business unit leader for Sony Home products marketing division. Revenue and P/L responsibility for operation generating in excess of \$5B. Key leader for strategy development for Sony's HD efforts for technology expansion and awareness.

- Established Sony as the largest content provider for IPTV 2008, 2009, 2010. Facilitated new revenue stream in excess of \$10M.

- Streamlined organization and reduced SG&A by 2%. Reduced redundant overlap of category management by implementing forecasting process.
- Served as key executive to the press and internal constituency. Integrated all of Sony resources for key initiatives within the United States. Keynote speaker at Display Search, CES, and industry events.
- Delivered Sony market share growth from 4th to 1st in TV, 2nd to 1st in Home Audio and Video. Led Sony to number one market share in Blu Ray disc.
- Highest Profitability unit in US out of four main individual business groups. Largest contributor in revenue and profit.

TEACHING EXPERIENCE:

Waubensee Community College Illinois (1998 – 1999)
Adjunct Faculty member for marketing and management courses.

Capella University (2001 – 2006)
Adjunct faculty member for College of IT, emphasis on e-business.

Petition Reviewer for Capella University School of Technology

Argosy University (2004 – 2006)
Adjunct faculty for Multinational Marketing

Point Loma Nazarene University (2016-2017)
Adjunct Professor for Organization and Management.

EDUCATION:

Ph.D., Organization and Management – Capella University Extensive work and research in e-commerce.
Dissertation Topic: Changing Perceptions of the Internet by Salespeople

Master of Science in Administration – Central Michigan University
Thesis addressed the challenge of “Increasing customer sales by improving customer service techniques”.

Bachelor of Arts, Psychology and Criminal Justice – Michigan State University

EXECUTIVE DEVELOPMENT:

- University of Tennessee, Supply Chain Training (2003) ○ Harvard Business School, Channel Management (2001)
- Six Sigma Green Belt Training (2000)
- University of Michigan, Leadership 2000 (1999)
- Center for Creative Leadership, Leadership Development (1998)
- Notre Dame University, Institute of Management (1987)