

BRETT J. AVERSA

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SUMMARY

Over 28 years of experience with a single company, selling nationwide, working in all phases of production, sales, marketing, personnel and ownership in a wholesale manufacturing sign company. Specializing in corporate accounts, strategic planning and implementation. Sales during this time started at \$100,000 and finishing at nearly \$5 million annually.

SKILLS

- Management, sales staff
- Management, production
- Marketing, advertising
- Multi-tasking
- Client relations
- Sales
- Layout, design
- Promotional
- Trade shows
- Purchasing
- Personnel
- Team building
- Deadline oriented
- Task oriented
- Goal oriented
- Ability to relate and work well w/ownership, management, production, vendors, distributors and clients
- Ability to work in high pressure situations, time sensitive.
- Negotiation experience.
- Problem solving.

EXPERIENCE

12/1988 to 06/2017

Production, Production manager, Sales, GM, VP, President, Part owner
Hanson Sign Companies – Falconer, NY

Worked in production for a 2-man retail sign shop, learning manufacturing while attending college. Vacuumforming, screenprinting, sandblasting, painting, installations, routing, digital. Worked as production manager as company sales approached \$750k. Moved to sales as company revenues approached \$1 million. Became GM as sales moved to \$2 million. Assumed VP role when sales hit \$3 million. Rose to President while sales went to \$4 million. Assumed part ownership on the way to \$5 million. Sold and worked as acting President for 1 year post sale. Obtained, managed and facilitated sales staff, procured national accounts, managed and increased national accounts as well as client based. Exhibited at trade shows, visited new and existing clients nationwide. Nurtured long lasting partnerships and industry alliances.

EDUCATION AND TRAINING

1992

BBA: Business Management

Ohio University – Athens, Ohio, USA

Jamestown Community College associate degree in business administration

Ohio University degree in sports management, minor in business admin.

ACTIVITIES AND HONORS

High School Honor society, with varsity letters in basketball and tennis. Captain of tennis team.

Project YES volunteer, special Olympics.

Phi Gamma Delta fraternity (Fiji, AO).

Chautauqua Striders volunteer, 5 years.

Chautauqua Striders charity golf tournament organizer.

Boys and Girls Club coach for 15 years, 4 sports.

Boys and Girls Club board member.

Covenant Manor board member.

Moon Brook Country Club member.

East Side Fellowship club secretary.

Formed Legend-Levi Group, LLC in 2016.