

**Dudley Doright**  
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### **PROFESSIONAL SUMMARY**

- Successfully launched the Home Appliance Division for Samsung Electronics in the United States.
- Ability to adapt to new cultures having successfully worked for a Korean company, a Dutch company, and an American company.
- Ability to adapt to new environments having relocated to five different cities including: New York metro, Atlanta, Washington, DC, Los Angeles, and Virginia Beach.
- Strategic leader and decision-maker with a solid record of leading teams to resurrect poor performing accounts for Fortune 500 companies.
- Innovative, self-motivated and energetic professional with the ability to quickly learn and lead new concepts, strategies, product knowledge, and adapt quickly to new corporate cultures.
- Experienced in budget planning and administration, development of promotional and advertising strategies, key account management, development of creative and successful professional sales presentations.
- Proven performance record in managing people, developing people, developing partnerships, cultivating relationships and consistently growing business.

### **PROFESSIONAL EXPERIENCE**

**Samsung Consumer Electronics, - Ridgefield Park, NJ**

**2003 – 2005**

**National Sales Manager, Home Appliance – Ridgefield Park, NJ, (August 2004 – Present)**

Report to the Sr. Vice President of Sales and Marketing, with responsibility to launch the Home Appliance Division for Samsung Electronics in the United States. Oversee process to develop United States distribution, hire and establish the Appliances sales organization, create logistic solutions, and create an internal infrastructure for newly created department.

- Created distribution plan focusing on four channels of distribution: Mass Merchant, Home Improvement, Club, and large Regional Accounts. Executed plan to include Lowe's, Best Buy, Costco, and NATM accounts.
- Created product differentiation to facilitate a four channel distribution.
- Negotiated a Five-Year Alliance Partnership with Lowe's. The agreement will result in \$1 billion annual sales by 2008.
- Developed sales roadmap which provides for \$2 billion in annual sales by 2008 compared to \$200 million in 2004.
- Exited business relationship with Sam's Club and Menard's to facilitate Home Appliance distribution discipline.
- Hired four sales managers and dismissed two poor-performing sales managers.
- In process of hiring a team in Charlotte, NC to service the Lowe's account.
- Exited two unprofitable business segments in Room Air Conditioning and Microwave Ovens which represented \$59 million in sales.
- Restructuring internal team to meet demands of new Samsung Home Appliance business model.
- Created a formal launch plan to introduce Samsung Laundry in January 2006.
- Overcame cultural barriers within Samsung to successfully develop the Samsung Home Appliance business in the United States.

**Philips Consumer Electronics - Atlanta, GA**

**2000 - 2003**

**National Account Director – Atlanta, GA, (July 2001 – July 2004)**

Directed a four-person team consisting of a Sales Manager, Sales Operations Manager, Customer Service Representative and Logistics Manager. Responsible for developing and implementing a sales plan designed to meet sales and profit goals for Philips Consumer Electronics to Sears. Responsible to manage all aspects for strategic selling, which include P&L, merchandising ledgers, advertising budget, promotions, and product assortments.

- Re-established Sears account after Sears terminated the Philips relationship in 2001.
- Achieved \$53.1 million in sales to Sears for 2002 after re-establishing the account.
- Achieving business plan results for 2003 showing a 99% increase with \$105 million in sales to Sears.
- Improved Philips assortment at Sears in all categories that include: Projection Televisions, Flat Television, DVD Recorder, Home Theater, Home Audio and Portable Audio.
- Increased standard margin by 2.2% for the first half of 2003.
- Directed sales team to increase assortment at the Great Indoors from five sku's to 22 sku's.
- Successfully trained, developed, and promoted one person into a sales management position.

**Maytag Appliances – Washington, D.C., Los Angeles, CA, and Virginia Beach, VA**

**1991 – 2000**

**Zone Sales Manager – Washington, D.C.**

Managed 12 people, which produced \$64 million in sales volume over a three-state area. Established and managed strategic business plans to wholesale, advertise, promote, and drive Maytag sales in a competitive market. Monitored and evaluated performance and provided formal feedback and training for future development of sales team.

- Improved Zone sales by 10.2% in 1999 to achieve \$64 million in annual sales.
- Promoted two sales managers into “A” markets.
- Restructured sales team by replacing two sales managers.
- Licensed four Maytag Home Appliance Centers in Mid-Atlantic Zone.
- Increased sales to National Accounts by 8.7%.
- Grew the Washington, D.C. territory into the third largest domestic market with \$19 million in sales.
- Designed and executed national presentation titled “The Pillars of Success” that demonstrated effective sales and marketing techniques.

**EDUCATION**

- Bachelor of Science, Business Administration, University of Nebraska, Lincoln, Nebraska, 1990