

RESOLUTION NO. 2701

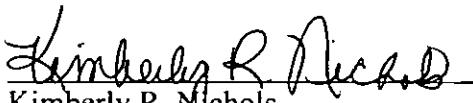
BE IT RESOLVED, by the Council of the City of Salisbury, Maryland that the following individual is appointed to the Traffic & Safety Advisory Committee for the term ending as indicated.

Name
Roger Mazzullo

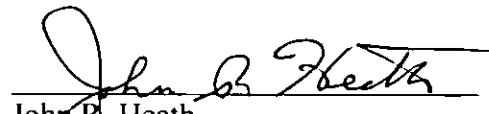
Term Ending
November 2019

THE ABOVE RESOLUTION was introduced and duly passed at a meeting of the Council of the City of Salisbury, Maryland held on November 28, 2016.

ATTEST:



Kimberly R. Nichols
CITY CLERK



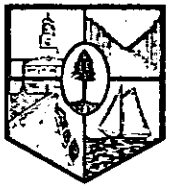
John R. Heath
PRESIDENT, City Council

APPROVED BY ME THIS

30th day of Nov, 2016



Jacob R. Day
MAYOR, City of Salisbury



City of
Salisbury
Jacob R. Day, Mayor

MEMORANDUM

To: Tom Stevenson, City Administrator
From: Julia Glanz, Assistant City Administrator
Subject: Appointment to the Traffic & Safety Advisory Committee
Date: November 7, 2016

Mayor Day would like to appoint the following person to the Traffic & Safety Advisory Committee for the term ending as indicated.

<u>Name</u>	<u>Term Ending</u>
Roger Mazzullo	November 2019

Attached you will find information from Roger Mazzullo and the Resolution necessary for his appointment. Please forward this information to the City Council so it may be placed on their agenda for the next Council meeting. Please let me know if you have any questions.

Attachment

cc: Mayor Day

Nancy Talbott

From: Roger Mazzullo <rogmazzullo@gmail.com>
Sent: Monday, November 07, 2016 2:29 PM
To: Nancy Talbott
Subject: Request to be on the Traffic & Safety Advisory Committee, It's Roger Mazzullo

Date: 11/7/16

**Hello Nancy,
It was great speaking with you Today, and I'm sending this e-mail, so that I can continue to help Salisbury. Per our phone conversation I would like to be on The Traffic & Safety Advisory Committee as asked. Please let me know.**

**Thank you,
Roger**

**Roger Mazzullo
Cell # 410-340-0307**

ROGER MAZZULLO

305 Union Avenue
Salisbury, MD 21801
Cell (410) 340-0307

PERSONAL PROFILE

Extremely creative professional possessing the management skills and accomplishments to improve bottom-line performance. Skilled in business development and growth; novel new product introduction; client service; market insight and penetration, and increased profitable sales.

PROFESSIONAL EXPERIENCE

Rocky Mountain Chocolate Factory, Inc.
Durango, CO July 2015 - Present

National Sales Manager

- * Managed and developed a broker network of my Key Brokers for this Company which encompassed the, North West, Southwest, Midwest, and Eastern portions of the United States

- * Specifically Manage All Markets Nationally, Sales, and National Expansion of The Rocky Mountain Chocolate Factory brand.

- * Knowledgeable in formulating marketing strategies.

- * Ability to thoroughly research and analyze situations, produce creative solutions, and takes projects to realization within budget deadlines.

- * Development and Implementation of Sales Plan to attain company goals with all Classes of Trade in these Categories (Grocery, Drug, Club Chains, Mass Merchandisers, C-Store, Specialty Distributors, etc.)

- * Extremely experienced to handle the current challenges our economy faces today.

The Little Slugger, LLC

Chicago, IL Apr. 2014 – Sept. 2015

National Sales Manager

- * Managed the re-establishing and re-developing a broker network encompassing the, North West, Southwest, Midwest, and Eastern portions of the United States

- * Specifically Manage All Markets Nationally, Sales, and National Expansion of The Little Slugger brand.

- * Knowledgeable in formulating marketing strategies.

- * Ability to thoroughly research and analyze situations, produce creative solutions, and takes projects to realization within budget deadlines.

*** Development and Implementation of Sales Plan to attain company goals with all Classes of Trade (Grocery, Drug, Club Chains, Mass Merchandisers, C-Store, Specialty Distributors, etc.)**

*** Extremely experienced to handle the current challenges our economy faces today.**

Lehi Roller Mills / Natural Earth Grains

Lehi, Utah 2013 - 2014

Manager of Sales

*** Managed the re-establishing and re-developing a broker network encompassing the, Southwest, Midwest, and Eastern portions of the United States**

*** Specifically Managed two thirds of the total company sales, and National expansion of the Lehi Roller Mills brands.**

*** Knowledgeable in formulating marketing strategies.**

*** Ability to thoroughly research and analyze situations, produce creative solutions, and takes projects to realization within budget deadlines.**

*** Development and Implementation of Sales Plan to attain company goals with all Classes of Trade (Grocery, Drug, Club Chains, Mass Merchandisers, C-Store, Specialty Distributors, etc.)**

*** Extremely experienced to handle the current challenges our economy faces today.**

Lehi Roller Mills

Lehi, Utah 2005 - 2013

National Sales Manager

*** Managed the establishing and developing a broker network encompassing the Northwest, Southwest, Midwest, and Eastern portions of the United States.**

*** Specifically responsible for two thirds of the total company sales, and National expansion of the Lehi Roller Mills brand.**

*** Knowledgeable in formulating marketing strategies.**

*** Ability to thoroughly research and analyze situations, produce creative solutions, and take projects to realization within budget deadlines.**

*** Development and Implementation of Sales Plan to attain company goals with all Classes of Trade (Grocery, Drug, Club Chains, Mass Merchandisers, C-Store, Specialty Distributors, etc.)**

K.I.C. Kool Interactive Candy – Div. of LN International Inc.
(Scunci Products)
Hatboro, PA. - 2005

Vice President, Sales

* Development of National Broker Sales Force for USA and Canada to handle startup division of novelty candy products

* i.e. Shankman & Associates (OH); Acosta Sales & Marketing (Various States); Advantage Eastern Sales & Marketing (New England), Golick Martins (NY), Atkinson-Crawford (TX), etc.; and Advantage Canada

* Managed specifically the New Candy Division Sales – Projected \$14.0 M

- Development of Sales & Marketing Plans & Strategies
- Education and Improvement of Broker Sales Force
- Development and Implementation of Sales Plan to attain company goals with all Classes of Trade (Grocery, Drug, Mass Merchandisers, C-Store, Specialty Distributors, etc.)
- Accountable Directly to Chairman of the Parent Company

World Packaging Corporation

New York, NY 2003 - 2005

National Director of Licensed Sales

- Management and Development of a National Broker network.
- Specifically Managed the total companies Licensed Sales and gross profits.
- Sales and Marketing strategies
- Budgets and Extensive Forecasting
- Appointing, Educating and Development of Broker Sales Forces
- Developing and Implementing National Sales Plan to attain company goals
- Accountable directly to the CEO/President.
- Current analysis of increase in sales compared to prior year is 59%.

Maxfield Candy Company

Salt Lake City, Utah 2003

Eastern Sales Manager

* Led the directing and improving of the Eastern Broker network, encompassing all states east of the Mississippi.

Indulgent Foods LLC / Stephen's Gourmet
Salt Lake City, Utah 1999 - 2002

Vice-President of Sales

* Managed the establishing and creating a broker network
Encompassing the Southwest, Midwest, and eastern portions of the United States.

* Specifically Managed two thirds of the total company sales and National expansion of Stephen's Gourmet / Mrs. Fields brands.

* Knowledgeable in formulating marketing strategies.

* Ability to thoroughly research and analyze situations, produce creative solutions, and take projects to realization within budget deadlines.

BROWN & HALEY

Tacoma, Washington 1990 - 1999

Eastern Regional Sales Manager

* Organized and developed the Broker Network which encompassed the Eastern portion of the United States.

* Responsible for 30% of total company sales.

* Managed budgets and forecasting; formulated marketing strategies; recruited and educated brokers; developed national market proposals for the Executive Vice-president of Sales.

REFERENCES

Available upon request.