

Scott Henry Isbell
2395 Techny Road
Northbrook, Illinois 60062
847.562.8970
e-mail: scott@scottisbell.com

SUMMARY

Innovative, pro-active results driven professional with outstanding communication and presentation skills. Extensive background in business development, client relationship and team building. An energetic leader who enjoys a fun, challenging atmosphere as well as the opportunity to contribute a deep and diverse skill set that will help realize team goals and support the company's core values.

EXPERIENCE

Lipson Alport Glass & Associates (LAGA), Northbrook, Illinois **2002-PRESENT**
Client Development Manager-Structural Design Group

Responsible for the business development and internal support of the Structural Design Group. Primary duties include client presentations, team management, & account support to all LAGA office locations (Northbrook/Cincinnati / New York).

- ∞ Primary emphasis on elevating the status and significance of brand driven 3D design and all associated service 3D deliverables i.e.; Bottle, Package, Industrial, Product and Brand Category Merchandising.
- ∞ Coordinated 3D deliverable(s) when or as "holistically" part of internal research labs; ethnography, trend forecasting and Innovation Stream™ disciplines.
- ∞ Responsible for the formulation and generation of all estimates and proposals to LAGA senior brand managers.
- ∞ Company lead on all 3D new business presentation pitches and initial ideation and refinement presentations. Point person on all new project launches; namely met with client suppliers, internal engineering and production departments as well as communicating and managing the successful "design intent" interpretation from ideation through the manufacturing process.
- ∞ Instrumental for and 80% increase in Structural Group Billings in 2003 and 100% increase for 2004.
- ∞ Partial Client List: SCJohnson. Deans Specialty Foods, Hershey Foods, Dr. Pepper/Seven Up, LOWES, Kohler Company, Hollister Incorporated, Miller Brewing Company, General Mills, TableCraft Manufacturing, Tyson Foods, Kimberly-Clark, Cuervo, Kraft and Del Monte.

PULTE HOME CORPORATION, Elgin, Illinois

1999-2002

Responsible for sales and site management at the Clubhomes of Manchester Lakes. Emphasis on customer rapport building, presentation and communication skills.

- ∞ Developed and executed sales techniques for new market segment: "Active Adult".
- ∞ Created the regional marketing program for the "Active Adult" market.
- ∞ Community liaison to realtor base. Responsible for collateral material and presentations to individual realtor office locations.
- ∞ Customer liaison to the Pulte architect(s) and on-site construction teams during the home building process.
- ∞ Personal sales effort resulted in the club home product reaching sold out status one year ahead of projected completion date.
- ∞ "Customer Satisfaction Rating" ranked first among all other Pulte Chicagoland communities at 88% for the years 2000 and 2001 respectively.

Crystal Key Award
Silver Award
Bronze Award
Member

"Best Planned Community" HBAC-1999
Home Builders Association of Chicago-2001
Home Builders Association of Chicago-1999 & 2000
Home Builders Association of Chicago

DESIGN 4 MERCHANDISING INC., *Wheeling, Illinois*
Principal

1995-1999

Started a point of sale display company that provided design, engineering and production services for marketers of in-store consumer merchandising programs.

- ∞ Responsible for new business development, existing account base, client presentations, program development and project execution.
- ∞ Established company supplier base, oversaw project management and coordination of different manufacturers on the fabrication and production of the various display programs.
- ∞ Supervised all daily operations of the company.
- ∞ Increased corporate earnings 20% by the company's second year.
- ∞ *Partial client list:* American Shower & Bath Corporation, Outboard Marine Corporation, The Gillette Company, Buena Vista/ Disney Home Video, /Harley Davidson, Vtech Electronics, Culligan Water/U.S.Filter.

Grand Corona Modular Humidor Program: Ancillary Company
Founder and President

Created, manufactured and introduced a patented line of modular cigar humidors, signage and appropriate cigar merchandising products specific to target market: the restaurant /hotel/ leisure industry.

- ∞ Managed sales team, organized distributor base and independent broker channels. Fashioned appropriate collateral material to support sales effort.
- ∞ Directed creative team that developed and coordinated all marketing and advertising to appropriate industry trade journals and periodicals.
- ∞ Responsible for all industry related trade show functions i.e.; set up, collateral materials, floor sales etc.

E & H DISPLAY GROUP (Division of E & H Plastics) *Chicago, Illinois*
Group Director

1993-1995

Responsible for developing an "in-house" point of sale display division for E & H Plastics Incorporated, a full service production/manufacturing facility.

- ∞ Established client base, contracted designers, assisted with coordination in key areas; prototyping, engineering, estimating and production departments.
- ∞ Sales effort and direction in new display division resulted in 35% of company's overall billings, first year. 42% in the year 1995.
- ∞ Saved clients 35% to 60% of appropriated advertising/merchandising dollars due to our ability to be a single source for all phases of the manufacturing process.
- ∞ *Client list:* RustOleum Corporation, Broaster Chicken, Zenith Electronics, The Wrigley Company, Wilson Sporting Goods, Car Quest Automotive, Sterling Plumbing Group.

ROBERT NIELSON & ASSOCIATES *Wheeling Illinois*
Account Executive

1991-1993

Responsible for initiating new business development, which included prospecting, cold calling, preparing and giving presentations.

- ∞ Developed several new clients: Amoco Oil, Health O Meter, Roadmaster, *SB Power Tool Company, LA Gear, Applause, K-Swiss Athletic Shoes.

Golden OMA (Outstanding Merchandising Award-POPAl): Skil Cordless Display
Point of Purchase Advertising Institute

EDUCATION BA Illustration/Advertising-Purdue University

**ADDITIONAL
TRAINING** Member CCASTD (*Chicagoland Chapter-American Society for Training & Development*)
Pulte Homes World Class Selling Course
Pulte Quality Leadership Program
Tom Hopkins Sales Course
Second City School of Improvisation
Pitney Bowes Sales Training School