

After

# WILLIAM BECKANSALE

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## Deep-Seated Experience in Penetrating Major Markets

Action-oriented, senior-executive with a stellar career in the furniture industry. Highly respected for bringing true vision and culture to an organization. Recognized as an affirmative change agent, with proven success in leading some of the largest brands in the U.S.

**Strategic-** Experienced in developing business strategies that counter the competition. “Featured in Furniture Today” in 2017.

**Turnaround and Growth-** Successfully turned around several retailers, and delivered unprecedented growth.

**Sales & Marketing-** Captured a new Florida market and raised overall company sales for Hamilton Furniture; contributed to \$32 million annually.

## Areas of Expertise

- ✓ Operations Management
- ✓ Profit and Loss Management
- ✓ Market Positioning
- ✓ Branding Strategies
- ✓ Risk Assessment
- ✓ Consumer/Market Trends
- ✓ Business Development
- ✓ Partnership Building
- ✓ Training and Development

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## PROFESSIONAL EXPERIENCE

HAMILTON FURNITURE, Raleigh, NC

2011– Present

**VP of Sales & Marketing:** 2013 – Present

Originally brought on board to expand a newly developed territory in FL. Fast-tracked to current senior role managing 175 direct and in-direct reports. Direct all planning, budgeting, forecasting, and the digital customer experience.

- Conceptualized new marketing campaign for Suite Comfort line that penetrated a competitive market.
- Launched large-scale PR campaign that gained exposure in a new affluent market in Coral Gables.
- Partnered with Brand Ambassador and secured several celebrity endorsements through media events.
- Piloted an aggressive marketing plan that delivered a 21% increase in market share in West Florida.
- Secured 35 new accounts over a three-year period and raised annual revenue to over \$11 million.

## PROFESSIONAL EXPERIENCE

**Regional Sales and Marketing Director**

2011 – 2013

Recruited to lead the FL region and later took over the entire Southeast region. Developed sales plans for 20 sales representatives. Led training presentations on visual merchandising and product promotions.

- Increased luxury category sales throughout TN and AL during the first year in position.
- Drove traffic growth by 15% and grew quarterly sales by 20% in GA, NC and SC.
- Developed a new training process resulting sales representatives being promoted to management.

TURNER FURNITURE, Tallahassee, FL

2007 – 2011

**General Manager of Sales**

Oversaw daily store operations for one the busiest stores in the SE. Established all sales goals, led recruiting and hiring. Managed \$15.5 million worth of inventory.

- Revitalized sales during the recession; ultimately exceeded revenue goals by 20% YOY.
- Received “Best in Class” award for ranking above other stores for sales and customer service.
- Earned GM of the Year Award for continuously driving new business during all seasons.

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## EDUCATION

UNIVERSITY OF GEORGIA, ATHENS  
Majored in Business Management

**Board Member:** Raleigh Chamber of Commerce