

Application Form

Profile

Julius "buddy" _____ H _____ Prause _____
First Name Middle Initial Last Name

2191 SE Bowie Street _____
Home Address

Port St Lucie _____ FL _____ 34952 _____
City State Postal Code

buddy.prause@gmail.com _____
Email Address

What district do you live in? <http://www.cityofpsl.com/districts> *

District 4

Home: (404) 519-0311 _____
Primary Phone Alternate Phone

Retired?

Yes No

Self Employed _____ Principal-Prause & Associates _____ Principal Consultant _____
Employer Job Title Occupation

Which Boards would you like to apply for?

Solid Waste Task Force: For Review

Were you nominated or recommended to apply by the Mayor or a Councilmember?

Yes No

Please Agree with the Following Statement

I have read and guarantee that I meet all the requirements for board service.

I Agree

Interests & Experiences

Why are you interested in serving on a board or committee?

I enjoy and appreciate living in the City of Port St Lucie.....would appreciate the opportunity to assist the people of the community and our local government.

Julius "buddy" H Prause

Why do you think you are qualified to serve on this board or committee?

30+ years of consultative business experience interacting with business owners, consumers and service providers.

Brief description of Education & Experience

EXECUTIVE SALES MANAGEMENT—Over 30 years of business experience in the distribution, category management, new product development, and support services of outdoor recreation products to the retail trade. A proven record of strategic management roles involving planning, P&L accountability, budget preparation, and business model implementation. Cross functional experience in general management, sales, and product development with emphasis on expense control and financial results. Unique ability to create sales while building solid customer relationships and employee satisfaction. 1986 University of North Carolina at Asheville, Bachelor of Science in Business Administration 1978 Eagle Scout, Boy Scouts of America

[Julius H Prause Jr Resume 26-Mar-2021.docx](#)

Upload a Resume

Demographics

Ethnicity

Prefer not to Answer

Gender

Male

04/24/1963

Date of Birth

Do you now serve on any City Board, Committee or other Governmental Board or Committee? (NOTE: You cannot serve on more than one Board or Committee within the City of Port St. Lucie during the same time period.)

Yes No

Are you a registered voter?

Yes No

How long have you been a City resident?

10 years

Have you attended the City University classes?

Yes No

Are you a United States Citizen?

Yes No

Are you presently employed by the City of Port St. Lucie?

Yes No

Are you a current or former law enforcement officer, other employee* or the spouse or child of one who is exempt from public records disclosure under FS 119.07?

Yes No

Have you ever been convicted of a crime, pled guilty or no contest to a criminal charge, or entered into an agreement setting forth the terms leading to the reduction or dismissal of the charges?

Yes No

Please Agree with the Following Statement

I agree that all of my answers are truthful and accurate to the best of my ability. I understand that if I have falsified any information my application will be withdrawn and I will not be considered for appointment.

I Agree

Julius H. Prause Jr
2191 SE Bowie Street
Port St Lucie, FL 34952
Buddy.Prause@gmail.com

Cell: **404-519-0311**

OBJECTIVE: Obtain an **Executive Management** position focused on sales and profitability growth while enhancing customer and employee satisfaction.

SUMMARY: Over 25 years of progressively responsible business experience in generating sales and improved profit performance while creating solutions for customer business models. Successfully able to manage both projects and people in order to solve issues and achieve company and customer objectives. Strong ability to communicate with team members and provide confident leadership among peers and associates. A decisive, proven leader capable of producing results in these areas:

- SALES/GENERAL MANAGEMENT
- P&L/BUDGET RESPONSIBILITY
- CUSTOMER RELATIONSHIPS
- ORGANIZATION DEVELOPMENT
- NATIONAL ACCOUNT MANAGEMENT
- GLOBAL BUSINESS DEVELOPMENT
- CATEGORY MANAGEMENT
- INTERNATIONAL BUSINESS MODELS

CAREER ACHIEVEMENTS:

- **Created and Implemented** a multi-channel sales strategy for Acme United resulting in a 2-year initial sales program of \$1.5 million across three brands.
- **Created and Implemented** a multi-year strategic sales plan for Yo-Zuri which generated an overall five year's top-lines sales increase of 55%.
- **Directed and Implemented** the first official Eagle Scout Knife program for the Boy Scouts of America under the Camillus brand resulting in a multi-year agreement with over \$1million in sales.
- **Responsible** for managing \$25 million of Maurice Sporting Goods \$225 million total sales revenue. This includes national and regional accounts. All budget, P&L, and customer category performance is included. Customer base includes The Sports Authority, Military, Academy and many regional accounts.
- **Created and Implemented** DOLPHIN sales technology to the national sales force. This project involved directing IT, Operations, and National Account Teams resulting in a tool that managed over \$135 million in field generated sales revenue.
- **Implemented** strategies for the successful disposition of over \$1 million of distressed inventory over a three year period with minimal loss of profit margin to the company.
- **Negotiated** and directed business projects including all financial agreements and fall category management strategies at The Sports Authority resulting in a peak annual volume exceeding \$3 million.
- **Negotiated** business agreements with The Sports Authority, Military, Academy, and many regional accounts. This resulted in multi-year category management agreements including systems, financial, and new product introductions.
- **Directed** and implemented the FieldTeq fall business apparel project including all financial agreements resulting in an initial opening order exceeding \$1 million.
- **Planned and Implemented** a reorganization of the Western Sales Team consisting of 45 territory sales managers and 15 independent contractors. This resulted in a 20% sales increase over a two year period while reducing selling expenses by 12%.

PROFESSIONAL EXPERIENCE:

Prause & Associates, LLC

2020-Present

Consultant for the Outdoor Sporting Goods Industry Specializing in the Fishing Tackle Industry.

Principal

- Develop and implement strategic plans to achieve corporate sales and profitability objectives. This includes channel distribution strategies to expand customer base and new product categories for the clients.
- Active involvement in business planning across all departments including inventory, marketing, logistics, human resources, and field assignments for the sales and distribution offices.
- Manage the various financial aspects of the business including P&L statements, budgeting process, expense control, and customer allowance and advertising budgets. Prepare business reviews and sales trend analysis.
- Lead and motivate sales agencies. Develop mentoring and training programs for personnel development.
- Plan all sales meeting and trade show activities

SUPERFLY INTERNATIONAL Florida Home Sales Office Edmonton, AB

2019-2020

Privately held manufacturer of outdoor recreational products specifically marketed towards the fly fishing industry.

Senior Vice President

- Develop and implement strategic plans to achieve corporate sales and profitability objectives. This includes channel distribution strategies to expand customer base and new product categories for the corporation.
- Active involvement in business planning across all departments including inventory, marketing, logistics, human resources, and field assignments for the sales and distribution offices.

- Manage the various financial aspects of the business including P&L statements, budgeting process, expense control, and customer allowance and advertising budgets. Prepare business reviews and sales trend analysis.
- Lead and motivate sales agencies. Develop mentoring and training programs for personnel development.
- Plan all sales meeting and trade show activities

ACME UNITED Florida Home Sales Office Port St Lucie, FL

Publicly held global manufacturer of outdoor recreational products specific to the outdoor sporting goods industry.

National Sales Manager

2016-2019

- Develop and implement strategic plans to for a multi-channel sales program within the outdoor sporting goods industry for Acme United brands including Cuda, Camillus and DMT.
- Plan and direct all sales meeting and trade show activities across various distributors and buying groups.
- Build and develop communication lines between sales and internal departments at Acme United.
- Responsible for re-developing the National Sales Team at Acme United through various US Sales Agencies.

YO-ZURI, Florida Sales Office Port St Lucie, FL

Privately held global manufacturer of outdoor recreational products specific to the general tackle industry.

Vice President of Sales & Marketing

2011-2016

- Develop and implement strategic plans to achieve corporate sales and profitability objectives. This includes channel distribution strategies to expand customer base and new product categories for the corporation.

- Active involvement in business planning across all departments including inventory, marketing, logistics, human resources, and field assignments for the sales and distribution offices.
- Manage the various financial aspects of the business including P&L statements, budgeting process, expense control, and customer allowance and advertising budgets. Prepare business reviews and sales trend analysis.
- Lead and motivate sales agencies. Develop mentoring and training programs for personnel development.
- Plan and direct all sales meeting and trade show activities
- Develop international customer business models including category management, systems applications, and financial performance models.
- Build and develop communication lines between international department teams and Duel home office.

SUPERFLY INTERNATIONAL Edmonton, AB

2009-2011

Privately held manufacturer of outdoor recreational products specifically marketed towards the fly fishing industry.

National Accounts Manager

- Develop and implement strategic plans to achieve corporate sales and profitability objectives. This includes channel distribution strategies to expand customer base and new product categories for the corporation.
- Active involvement in business planning across all departments including inventory, marketing, logistics, human resources, and field assignments for the sales and distribution offices.
- Manage the various financial aspects of the business including P&L statements, budgeting process, expense control, and customer allowance and advertising budgets. Prepare business reviews and sales trend analysis.
- Lead and motivate sales agencies. Develop mentoring and training programs for personnel development.
- Plan all sales meeting and trade show activities

MAURICE SPORTING GOODS, INC., Northbrook, IL.

1988-2009

Privately held distributor and manufacturer of outdoor recreational products. Provides products and category management, as well as marketing and merchandising services through sales and branch operations.

Senior Account Manager – National Sales Division

2002-2009

- Develop and implement strategic plans to achieve corporate sales and profitability objectives. This includes channel distribution strategies to expand customer base and new product categories for the corporation.
- Active involvement in business planning across all departments including inventory, marketing, logistics, human resources, and field assignments for the sales and distribution offices.
- Manage the various financial aspects of the business including P&L statements, budgeting process, expense control, and customer allowance and advertising budgets. Prepare business reviews and sales trend analysis.
- Lead and motivate territory managers. Develop mentoring and training programs for personnel development.
- Plan all sales meeting and trade show activities
- Develop customer business models including category management, systems applications, and financial performance models.
- Build and develop communication lines between departmental teams.

Sales Manager – Western Sales

2000-2002

- Direct all business and sales planning for the Reno sales/distribution facility.
- Develop and implement sales and profit strategy. Sales and profit improved from \$32/4 million to \$39/6 million during this time period.
- Focus was on business program development, new business activity and personnel development.

Regional Account Manager – Atlanta Division **1996-2000**

- Implemented national account programs while managing \$5 million dollars in total sales revenue.
- Created new business opportunities based on emerging market trends

Assistant Sales Manager – Atlanta Division **1994-1996**

- Directed 40 field representatives, territory expense planning and personnel development.

Field Sales Representative **1988-1994**

- Responsible for managing \$1 million fishing and hunting sales revenue at 60 various retail store locations throughout the southeastern United States annually.

ADDITIONAL INFORMATION

- Participation in customer promotions involving children’s activities such as Kmart “Kid’s Race Against Drugs”, Military “Take a Kid Fishing”, “Injured Soldier Program” and Boy Scouts of America.
- Bobby Lane’s High School Cup
- Developed and taught the company’s territory managers various training programs.
- Planned and directed sales meetings and trade show events.

EDUCATION AND TRAINING:

1986 University of North Carolina at Asheville, Bachelor of Science in Business Administration

1978 Eagle Scout, Boy Scouts of America