
JOSEPH BARBIERI

New York, NY | (646) 284-5665 | Barbieri1Joe@gmail.com | [Joseph Barbieri - LinkedIn](#)

VICE PRESIDENT OF SALES | SENIOR SALES EXECUTIVE

- ❑ **Strategic and innovative Sales Leader** with years of expertise in sales, service, and operations with an innate ability to drive business growth, generate revenue, and mentor and develop future leaders companywide.
- ❑ **Drive a culture of excellence** through employee development, consistent leadership, honesty, integrity, and trust.
- ❑ **Proven and demonstrated success in boosting revenue** through top-tier sales and service methodologies, continuous process improvement, and exceeding revenue goals and objectives.
- ❑ **Honored with Seven Retail Excellence Awards**, consistently meeting and exceeding financial metrics, including transforming the Mid-Atlantic territory into a top sales region through strong work ethic, due diligence, and team motivation.
- ❑ **Drive development of \$2M+ businesses** serving as guide and consultant across diverse regions and growing client relationships.

CORE SKILLS AND COMPETENCIES

Strategic Leadership
Account & Operations Management
Key Performance Metrics
Revenue Growth
Strategic Sales Planning
Entrepreneurial

Creative Problem Solving
Innovative Leadership / Industry Vision
Business Process Improvement
Leading & Mentoring Teams
Collaborative Minded
Relationship Management

Organizational Effectiveness
Lean Six Sigma & Black Belt Projects
High Impact Team Formation
P&L Management
Relationship Management
Revenue Growth & Profitability

SELECTED EXECUTIVE EXPERIENCE

- Increased sales in crucial categories through the creation of multiple vendor-funded programs and improvements in the market share by \$1.5M and directing innovative sales strategies focused on growth market categories, including luxury brands such as, Moleskine, Poppin, and Tumi.
- Delivered Platinum Level Service with an 88% satisfaction rate over 16 consecutive periods, decreased turnover rate by 20%, and led incremental sales in special buy categories of \$6.5M with 90+% sell-through at full margins.
- Directed all sales operations for 21 stores with total sales of \$105M, including improving shrink resulting in savings of \$225K+ leading the district to rank 2nd in US Retail from a 134th ranking, and shifting top-line sales mix to higher profit margins.
- Served as Staples Pyramid Owner for Furniture and Chair businesses, including direct responsibility for steering strategies, pricing, and promo selection companywide.

EXECUTIVE ACHIEVEMENTS

STAPLES, INC | FRAMINGHAM, MA

Regional President of Sales & Operations – Mid Atlantic, NYC Metro, NJ, PA, DE, MD | 2017 - Present

Built and implemented a high performing sales and service culture to deliver value and provide world class customer service to drive revenue generation. Train and mentor a diverse team of professionals, including creating and deploying effective programs and initiatives to align with business goals, objectives, and strategic vision. Manage organization-wide long-term goals and planning to ensure business growth.

- *Directed scalability of sales operations of \$500M+ through 7 states and 127 stores, delivering \$50M+ in operating profit.*
- *Increased sales revenue growth in services by 8% through converting transactional sales processes into repeatable sales models.*
- *Improved employee retention by 47% and increased internal promotions by 90%, through designing and installing a MIT program to develop high performing sales and operating teams while fostering an environment that is inclusive and one where people can have fun and explore their true potential.*
- *Launched outreach program strategies that effectively increased incremental business by \$5M+.*
- *Achieved 101% of sales goals in key services through creating robust sales strategies.*
- *Served as key presenter and representative during quarterly town hall meetings of 10K+ employees on sales and service culture topics.*

Director of Merchandising & Operations – NY, NJ | 2015 - 2017

- Directed all operational leadership for 2 districts and 41 stores, including comprehensive inventory management, strategic partnerships, and business growth.
- Realized a decrease in turnover rate by 20%, including promoting new District Managers and implementing a mentoring program for region DMs.
- Drove incremental sales in the special buy category of \$6.5M+ with 90% sell-through at full margins.
- Developed and implemented a Selling Program resulting in an annual increase of 10% growth to elevate regional selling metrics in all categories.
- Initiated and integrated the Store Manager outreach program enabling teams to develop high-value client contacts.

District Manager - NY | 2006 - 2015

- Created and implemented a 6-month companywide Manager on Duty Program yielding positive service results and improving medal status from Below Minimum to Platinum.
- Successfully promoted 20 graduating managers through creating and implementing training updates for a Manager in Training Program, including reducing shrink results by 2800 basis points and realizing savings of \$225K+ through loss prevention awareness.
- Directed district improvements from 134th to 2nd in US retail through process and initiative implementation.
- Increased profits in incremental sales of \$2M+, improving sales to \$6M+ by shifting top-line sales to higher profit margin categories.
- Transformed district growth from a -6% in to a +10% growth, including increasing business in print and marketing center from \$510K+ to \$1M+ per store during tenure.

Market Manager - NY | 2005 - 2006

- Directed the company's highest-volume flagship store with total volume of \$35M+.
- Initiated a General Manager 1 on 1 touch base program to assist managers align sales cultures in the market and drive development.
- Achieved annual double-digit sales growth through creating and implementing sales and operational strategies to improve daily practices.
- Successfully increased client visits by 5% through building and sustaining partnerships with local organizations.

ADDITIONAL EXPERIENCE

STAPLES | Flagship Store Manager / Store Manager / Assistant Manager, MIT

EDUCATION / CERTIFICATIONS / AFFILIATIONS

PACE UNIVERSITY | Bachelor of Business Administration

DALE CARNEGIE | Effective Communication and Human Relations

UNIVERSITY OF MICHIGAN | Successful Negotiation: Essential Strategies and Skills

HONORS / AWARDS

Retail Excellence Award | 7x Recipient for #1 Ranking in US Retail

Best Performance | Print and Marketing Top Attainment to Budget 2020 / 2021

Top Associate Satisfaction Rating | For Division 2022

Store Associate Selling Contest Division Winner | 4x 2016 – 2019

VOLUNTEER EXPERIENCE

Volunteer | Meals on Wheels – Connecting with the local community to deliver meals and bond with elderly residents.