

THOMAS SAMPSON

16050 SW 146th Avenue
Tigard, Oregon, 97224
(503) 590.6575 Direct (815) 301.1746 FAX
thomas.eh.sampson@frontier.com



PROFESSIONAL SALES and MANAGEMENT EXPERIENCE

Franchise Sales / Broker / Consultant – Portland, Or 1998 to Present

Provided consultative sales to a broker and an outsource organization over 4 years. Most recently in direct sales role to market leading USA fitness franchise, resulting in +125 unit and RD franchises sold through converting leads in a 43 to 1 lead to award ratio.

President – Franchising - Start up financial services - Portland, Or 2002 - 2003

Served 6 months as an interim executive of a new financial services franchise, overseeing all aspects of franchise division development.

Independent / Owner: CrossCourt Consultants - Portland, Or 1996 - Present

Providing franchise and dealer/distributor program / franchise development, interviewing, qualifying, award / placement, sales-person training, and marketing activities. Affiliated with Franchises and Broker networks.

Vice President / USA launch: Action International – Portland, Or 1999 - 2003

Assisted Founder and CEO to enter USA and Canadian market legally and ethically, in the formal HQ set up, legal liaison, staff recruiting. Established franchise development goals and tactics, followed through on Master Developer training and support, HQ training of new unit Franchisees

National Dealer Development Mgr.: Chase International – Portland, Or 1997 - 1999

Developed and Directed Dealer placement program – managed development of mail packages, advertising mix to actual phone interviewing and through to Dealer Awards. Assisted in the Formulation of the Dealer recruiting, advertising, and award process for company. Advised direct to President-CEO for a 2 ½ year period.

NW Franchise Sales Director Coldwell Banker Residential Affiliates 1996 - 1997

Responsible for West Coast training, and growth of Franchisee network in Oregon and SW Washington; market analysis, independent broker interview and reviews, overcoming objections, & execution of Awards.

Master Sub-Franchisor / Franchisee Decorating Den Systems, Inc. 1988 -1996

Origination of business and operation plan; including – site, budgeting; marketing strategies, interviewing, award and management; franchisee placement, training and support.

Self Employed Business Owner Window Advantage, Inc. 1987 - Present

Creation of business start-up plan including; funding, development of advertising, budgeting, development of marketing strategies, vendor relationships.

Key Accounts & District Manager: Frito-Lay, Inc. (Western Zone) 1983 - 1988

Developed New Product Roll-Out and Relationships with retail 'club store' and supermarket clients; secured item introductions; Initiation of computerized ROI analysis; directed and Trained District Managers and Account Representatives.

EDUCATION

Bachelor of Science Degrees in Business 1978 – 1981

Bachelor of Science Degree - Marketing
California State University - Long Beach

Graduate School of Business 1981 - 1982
University of Southern California