

Patrick S. Bell, Sr. MBA, PQ

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(336) 266-9947

MANAGEMENT

- Managed >\$250 million raw material sourcing for Glen Raven Custom Fabrics (Sunbrella®) Division's manufacturing sites in China, France and the United States. Managed relationships with key raw material suppliers in China, Germany, Italy and Turkey.
- Managed the Customer Service group at Glen Raven through period of rapid growth.
- Responsible for the management and direction of a 250 employee pari-mutuel wagering department at a major South Florida racetrack with annual sales of \$140 million.
- Managed entire concession operation at a 73,000 seat NFL stadium with a staff of 1,400.
- Managed merchandise department for the Miami Dolphins. Responsible for all facets of the operation from product selection and display to budgeting and inventory control. Complete P/L responsibility.

SALES

- Managed technical marketing for the Sunbrella® brand – global web oversight as well as development and execution of B-to-B customer loyalty programs.
- As Regional Sales Manager for Sunbrella Furniture Fabrics, led expansion into Big Box stores through key relationships with global supplier base, leading to a two-fold increase in furniture fabric sales.
- Managed 400+ accounts as Sales Manager – East Coast (including Ontario & Quebec, Canada and Puerto Rico).
- Assisted in the preparation of RFP's for new business. Represented Fine Host Corporation in their successful bid for the food service contract for the Orange County Convention Center, FL (2nd largest Convention Center venue in the U.S.).
- Managed vending sales for Super Bowl XXIII. Hired and trained staff of 750 vendors. Achieved NFL record per capita sales for a vending operation.
- Built a Miami Dolphin merchandise mail order department from the ground up, including the design of a full color catalog with a circulation of 100,000.

ORGANIZATION

- Proposed, designed and built Glen Raven's "Sales Communication System" by melding Microsoft SharePoint, SQL Server and Outlook with laptop computers and handheld Blackberry™ devices into a streamlined, powerful and efficient Customer Relationship Manager (CRM) system.
- Developed a PC-based computerized accounting and reporting system for the pari-mutuel wagering operation at the Palm Beach Kennel Club.
- Created and implemented a new organizational structure for the mutual department at the Palm Beach Kennel Club. Recruited, hired and trained mid-level management personnel.

WORK HISTORY

2006 – 2009	Director of Sourcing – Raw Materials Glen Raven Custom Fabrics LLC: Burlington, NC
2003 – 2006	Director of Marketing Systems Glen Raven Custom Fabrics: LLC: Burlington, NC
1999 – 2003	Director of Customer Service and Logistics Glen Raven Custom Fabrics: LLC: Burlington, NC

Patrick S. Bell, Sr. RESUME (Cont.)

- 1997 – 1999 **Sales Manager – Sunbrella Furniture Fabrics**
Glen Raven Custom Fabrics: LLC: Burlington, NC
- 1993 – 1997 **Director of Mutuel Operations**
Palm Beach Kennel Club: West Palm Beach, FL
- 1990 – 1993 **Assistant Mutuel Manager**
Palm Beach Kennel Club: West Palm Beach, FL
- 1987 – 1990 **Merchandise Manager/Concession Manager**
Fine Host Corporation-Joe Robbie Stadium: Miami, FL
- 1981 – 1987 **Money Room Division Head/Line Supervisor**
Dania Jai-Alai: Dania Beach, FL

EDUCATION

- 2009 **A.A.C.S.B Bridge Program (Professionally Qualified)**
Babson College, Wellesley, MA
- 2003 **Leadership Development Program (LDP) Graduate**
Center for Creative Leadership, Greensboro, NC
- 2001 **MBA and the Richard H. Behrman Award for Outstanding MBA Graduate Student:** Elon University, Elon, NC
- 1985 **BA English:** Florida International University, Miami, FL

OTHER POST-GRADUATE EDUCATION:

- 12/2008 **Optimizing Performance Through Strategic & Operational Excellence Seminar:**
UNC Chapel Hill Kenan-Flagler Business School
- 11/2007 **Poised for Growth Through Innovation Seminar**
UNC Chapel Hill Kenan-Flagler Business School
- 11/2006 **Competing in the Global Marketplace Seminar**
UNC Chapel Hill Kenan-Flagler Business School
- 6/2005 **Innovation& Growth Seminar**
UNC Chapel Hill Kenan-Flagler Business School

International Business Travel Experience:

Bahamas, Ireland, United Kingdom, France, Belgium, Netherlands, Germany, Italy, Japan, China, Taiwan, Hong Kong SAR and Turkey.

COMMUNITY SERVICE:

- 2006 - 2008 **Chairman,** Helping Partners, Inc., Burlington, NC
A 501(c)(3) charitable organization.