

JASON RICE

Island Heights, NJ - jasonaustinrice@gmail.com

Book Publishing Professional with over 18 years industry experience in marketing, sales and retail special events planning. Demonstrated ability to develop and create a wide variety of sales materials. Detail-oriented, creative individual with strong leadership abilities and the skills to initiate and follow through on multiple highly visible projects.

BAKER & TAYLOR, Charlotte, NC

New England, DC, NJ, Eastern PA territory manager

(2017-Current)

- Sell wholesale services to the independent retail bookstore market. Responsibilities; manage and grow the sales of a \$17M territory, foster and build relationships with Regional Directors in both NEIBA and NAIBA region. Host the NAIBA bookseller cocktail party with New York City Metro Region Booksellers. Sell sidelines, monthly promotions and hot books to independent retail customers. Open new accounts, and build relationships with booksellers and buyers for each store.

BAKER & TAYLOR, Charlotte, NC

2011-2017

National Sales Manager – East Coast: Higher Education, Independent Retail

- Managed three different territory managers. Helped foster and grow independent retail business on the East Coast, and hired prominent, high profile sales rep for the New England Territory.
- Responsible for budget, driving sales, creating initiatives including: same day to Brooklyn/New Jersey. Responsible for growing New England Independent business through the implementation of a carrier that services that region, growing the business by \$1 million dollars. Strengthened Baker & Taylors relationship with NEIBA, SIBA and NAIBA trade groups by working closely with each elected board.

BOOKAZINE BOOK WHOLESALERS, Bayonne, NJ

2005-2011

Assistant Sales Manager

- Managed over 100 retail bookstore accounts, increasing sales and actively selling specific titles to those accounts. Developed relationships with buyers at key independent accounts, and promoted specific titles to meet demand.

Book Buyer (2008-2009)

- Purchased front list and backlist stock for FSG, Holt, Rizzoli, and NYRB. Worked closely with publisher reps.

BARNES & NOBLE BOOKSTORES, Howell, NJ

2002-2005

Community Relations Manager

- Promoted, hosted and set up author appearances at the Barnes & Noble Bookstore in Bridgewater, NJ.

RANDOM HOUSE INC., New York, NY

1999-2001

Marketing Manager Mass Merchandise Sales

- Devised and implemented sales materials for Retail Chain Managers for the independent wholesalers and met with publishers on a regular basis to determine the content of specific sales material. Created innovative sales vehicle to display Random House products in the pharmacy section of 1,000 Walmart stores.

BANTAM DOUBLEDAY DELL, New York, NY

1997-1999

Sales Associate, Mail Order Division of Special Markets

- Supervised over 1,000 accounts including religion, business, sports, and home school, focusing on the Catholic and Christian mail order community and religious specialty retail stores and gift shops.

EDUCATION:

B.F.A. (Photography) **Rhode Island School of Design**, Providence, RI, 1991