

Profile

Which Boards would you like to apply for?

Nursing Home Community Advisory Committee: Submitted

Please select your first Board preference: \*

☒ Nursing Home Community Advisory Committee

Please select your second Board preference: \*

☒ Nursing Home Community Advisory Committee

Please select your third Board preference: \*

☒ Nursing Home Community Advisory Committee

Please select your fourth Board preference: \*

☒ Nursing Home Community Advisory Committee

Please select your fifth Board preference: \*

☒ Nursing Home Community Advisory Committee

Please select your sixth Board preference: \*

☒ Nursing Home Community Advisory Committee

Michael

First Name

Sass

Last Name

Middle Initial

427 Manchester Park Lane 311

Street Address

Suite or Apt

Morrisville

City

NC

State

27560

Postal Code

What district do you live in?

None Selected

Mobile: (845) 222-5558

Primary Phone

Mobile: (845) 222-5558

Alternate Phone

mikesassnc@gmail.com

Email Address

SASSCO

Employer

President

Job Title

**If you live in an Extraterritorial Jurisdiction Area, select Yes:**

☐ Yes ☒ No

**In order to assure countywide representation, please indicate your place of residence:**

☒ Morrisville

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## Interests & Experiences

**Why are you interested in serving on a Board or Commission?**

I would like to give back to the community. I am interested in helping others, especially, those who might not be in a position to help themselves.

## Work Experience

New business development, sales and marketing, consulting and management

## Volunteer Experience

RCADD (NY)-Rockland Council on Alcoholism and other Drug Dependence FMA (NY)-Franciscan Mission Associates

## Education

GED, some college

## Comments

Please let me know if there is any additional information you need from me to qualify for this volunteer position. Thank you.

[Michael\\_Sass\\_Resume\\_02.29.20.pdf](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

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## Demographics

Date of Birth

**Gender \***

☒ Male

Michael Sass

**Ethnicity \***

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☒ Caucasian

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**Other**

**How did you become aware of Wake County volunteer opportunities?**

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☒ Other

**If you selected "Other" above, how?**

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Govt Employee

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Please upload a file

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**ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS**

By submitting this electronic application, if appointed, I pledge by my signature below that I have read and will comply with the ethics guidelines for advisory boards and commissions as adopted by the Wake County Board of Commissioners, found [here](#).

# MICHAEL A. SASS

Cary, NC | [www.linkedin.com/in/michaelasass](http://www.linkedin.com/in/michaelasass) | [mikesassnc@gmail.com](mailto:mikesassnc@gmail.com) | 845-222-5558

## SUMMARY

Consummate BtoB sales professional with noteworthy record, strong work ethic, and expertise which includes:

Sales & Marketing	Business Development	Google Tools & Analytics
Leadership & Team Building	Relationship Building	Performance Management
Supervision & Mentoring	Interpersonal Communications	Management & Administration

Exceptional hunter with proven ability to build new relationships into profitable revenue-generators.

Drive to improve productivity and profitability and set, meet, and exceed expectations.

Skilled at establishing and nurturing internal and external customer relationships at all levels.

Proficient in MS Office Suite (Word, Excel, PowerPoint, Outlook).

## EXPERIENCE

Orange County Choppers, Newburgh, New York 2019-Present

### ***New Business Development Consultant***

My primary role is to increase revenue through the redevelopment of the OCC ecommerce site, email list marketing, licensing and sponsorships.

TattSeal, Dallas, Texas 2019-Present

### ***Brand Manager***

Responsible for product integrity and go to market strategy for TattSeal, a patented MD Matrix™ (U.S. Patent No. 9,610,258) formula including other ingredients in the science of skin repair.

- Developed powerful relationships to co-market TattSeal.
  - Discovery Channel reality star and Global brand founder of Orange County Choppers Paul Teutel Sr.
  - Oscar Mike Foundation who is keeping veterans “On-the-Move” through life changing adaptive sports programs, experiences and events.
  - Villain Arts the global leader in Tattoo conferences

**Certified Addictions Recovery Coach** 2013-Present

I'm a certified addictions recovery coach who has helped over 100 men make positive changes in their lives by helping them with new thinking choices and behaviors around substance use.

U.S. MONITOR, New City, New York 2001-2018

### ***Senior Consultant***

- Played key role in success of multimillion-dollar direct mailing and monitoring company, including:
  - providing continuous analysis and improvement of key internal and external business processes;
  - directing sales and marketing life cycle activities from: developing campaigns; measuring and analyzing performance; and delivering and maintaining best practices; and
  - establishing and nurturing strategic relationships, expanding customer base, and growing revenue.
- Saved \$150,000 (60%) in manpower costs by optimizing back-office processes.
- Reduced vendors 60% by spearheading rationalization initiative.
- Increased customer service scores by improving customer-facing processes and turnaround times.

- Managed staff of 40 across five departments, hiring, training, mentoring, motivating, and coaching, and delivering performance appraisals.
- Grew base of 500 domestic and 50 global agents to support higher demand and 15% revenue growth.
- Established new marketing channels with best-of-class associations and publishers, which increased industry awareness, brand equity, and quarterly leads by 30%, leading to conversion rate of 80-90%.
- Generated 300 new accounts while managing relationships with 3,000+ clients; and upsold 20% of base to a more timely and profitable service, increasing profits by 12%.
- Increased revenue \$360K by continuously improving ROI analytics/performance metrics for direct and digital marketing campaigns, using key performance indicators for adjustments.

GEE FREE FOODS, New City, New York

2015-2016

***Contracted Sales Consultant***

- Doubled customer base by creating demand for new-to-market gluten-free products, including puff flaky pastry dough, hors d'oeuvres, and meals.
- Devised profitable new business development strategies and tactics for growing revenue; and formed relationships with leading distributors, re-distributors, and foodservice management companies.

**Previous Employment**

SCANDIC CORPORATION, New City, New York

***Business Analyst / Project Manager***

ADVANCED MONITOR SYSTEMS, INC., Blauvelt, New York

***Founder***

BAI Global, Tarrytown, New York

***Product Launch Consultant***

U.S. MONITOR, New City, New York

***General Manager***

RELIGIOUS LISTS, New City, New York

***List Broker***

**MEMBERSHIPS & ASSOCIATIONS**

Direct Marketing Association

Orange County Chamber of Commerce

Direct Marketing Club of New York

Franciscan Mission Associates (Advisory Board)

**TRAINING & CERTIFICATIONS**

Search Engine Academy SEO; Bruce Clay SEO Toolset; Dale Carnegie Training, CARC

**INTERESTS & HOBBIES**

Cooking, baking (specializing in gluten-free), volunteering, including with outreach programs ranging from humanitarian, civic, and life coaching