

## Contact

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## Top Skills

Outdoor Industry  
Sales Management  
Negotiation

## Languages

English

# Jim Lamancusa

Founder and CEO - Cusa Tea and Coffee  
Boulder, Colorado, United States

## Summary

Highly focused and creative business leader with extensive experience guiding sales and marketing teams through substantial growth. Proven ability to exceed sales quotas and development of complementary marketing/promotional programs. Expertise in devising, building and implementing proactive sales and marketing campaigns as well as extensive experience in sales forecasting, allocation, price setting, cash flow management, and new product development. Skills include problem solving, process engineering, business leadership, sales and marketing initiatives, negotiation techniques and teambuilding. Recognized as an exceptional salesperson, strong sales manager, excellent facilitator, and competent negotiator with superior business acumen.

Specialties: Sales Management, negotiation, new business development

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## Experience

### Cusa Tea and Coffee

Founder and CEO

March 2016 - Present (6 years 6 months)

3275 Prairie Ave Unit B, Boulder, CO 80301

At Cusa Tea & Coffee, our mission is to recreate the taste and experience of freshly brewed premium tea and coffee in just seconds. Our convenient, single-serving packets will deliver a precisely brewed cup of delicious tea or coffee that's free of chemicals, additives, fillers or excess sugar - right when you need it.

### Padmasambhava Meditation Center

Executive Director

March 2011 - Present (11 years 6 months)

I am the organizational leader of a meditation center in Denver, Colorado. Starting in 2011, we purchased and remodeled a 12,000sq ft space. The

organization started with zero members and now has over 150 active members and we host 75 events per year. My role is overall organizational strategy, planning and execution. I am responsible for A to Z management of finances, operations, marketing, fund raising, and volunteer activity.

### Eco Vessel

Vice President of Sales and Marketing

September 2014 - November 2015 (1 year 3 months)

Boulder, Colorado

I manage the internal and external sales and marketing teams comprising of 25 sales representatives and 6 marketing team members. Eco Vessel sells into the Outdoor, Natural Grocery, Housewares, Yoga and Lifestyle industries.

### Oberalp \_ Salewa Group

Director of Sales and Marketing

February 2012 - September 2014 (2 years 8 months)

Boulder, Colorado

Director of Sales and Marketing for Dynafit, Salewa and Pomoca lines of outdoor sports products.

### GoodBelly by NextFoods

Vice President of Sales

January 2010 - February 2012 (2 years 2 months)

Boulder, CO

Built and manage GoodBelly's sales team from the ground up encompassing 9 Field Managers, 1 National Account Manager, 1 Sales Analyst and Nationwide Broker Network. Grew sales 67% in the natural product channel 18 months. Launched 13 new items, gaining national distribution and incremental revenue for the firm. Personally manage the Grocery channel and opened distribution with Kroger and Safeway, contributing 2200 new retail locations and increasing company revenue 25% with these accounts.

### Eco-Products

Director of Sales

2004 - 2009 (5 years)

Boulder, CO

Spearhead Eco-Products Sales growth across 450 distributors. Synchronize efforts of 5 Regional Sales Managers, 5 Territory Managers, and 6 Sales Coordinators. Surpassed 2008 sales quota by 72% or 15 Million Dollars. Grew 2008 sales from \$9.6 Million to \$38 Million Dollars. Develop and

implement corporate marketing programs. Facilitate customer business reviews, renegotiate rebate programs, and develop sales analytics matrixes.

#### NATIONAL SALES AND MARKETING MANAGER (2006 – 2008)

Aggressively expanded Foodservice Distribution Channel from zero to 300 distributors in two years. Established Eco-Products as the #1 choice for customers looking for an environmental solution to their disposable needs. Surpassed all sales quotas through a mix of new sales and marketing initiatives. Ensured distributor relations stayed strong and received an average of 4.5 out of 5 on satisfaction surveys completed by customers.

- # Elevated sales 550% from \$1.7 million annually to \$9.6 million in 2 years
- # Spearheaded the creation of the EcoGrip, GreenStripe and World Art brands
- # Oversaw the Sales, Sales Coordinator and Marketing departments
- # Built a sales team from scratch to 5 reps and grew Broker support to encompass 30 states
- # Created and oversaw the Marketing Department including catalog, POS, product information, and applicable white page creation

#### TERRITORY SALES REPRESENTATIVE (2005 – 2006)

Hired as Eco-Products first out-side sales representative. Sold environmentally friendly office, janitorial, and break room supplies to customers in Colorado, Utah and California. Built catalogs, point of sale documents, and other marketing materials from scratch. Actively approached up to 30 cold call accounts daily and doubled division sales within 12 months.

- # Grew sales from \$100K per month to \$200K per month in one year
- # Established Eco-Products first foodservice distribution customer
- # Created the Eco-Products catalog from scratch including photography, layout, and design

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## Education

University of Colorado Boulder

Bachelors, Business Administration · (1998 - 2002)

Argosy University Denver

MBA, Emphasis in Marketing · (2009 - 2010)