

# Victor (Tory) Kinson

Knoxville, TN | [Tory's LinkedIn Page](#)

**Lecturer | CEO | Executive & Business Coach | Volunteer**

Accomplished and versatile executive leader specializing in corporate strategy, multinational companies and subsidiaries, sales, and distribution. I have led and reported on the operations of multinational subsidiaries to C-Suite and Board-Level leadership. Skilled in identifying individual strengths and creating the right team for the business strategy. Comfortable leading change management to drive better processes and accountability by setting milestones and celebrating success. Values transparent leadership and dynamic management for optimal team development and satisfaction. Experience working for parent companies as well as subsidiaries on multiple continents.

## Core Competencies

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- Strategic Management
- Change Management
- Training & Leadership Development Programs
- International Trade Compliance & Strategy
- Business Planning and Goal Setting
- Entrepreneurial & Intrapreneurial Focus
- Cross-Cultural Negotiation
- B2B and B2C Go-to-Market Strategy

## Professional Experience

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**University of Tennessee – Haslam College of Business**

2022-Present

**Lecturer – Dept of Management & Entrepreneurship**

**Leadership & Career Coach for Executive MBA programs**

- Teach Global Business Strategy and International Business courses with high feedback ratings.
- Tap into my network of C-suite execs as guest speakers and mentors to students bringing the courses to life.
- Leadership coach for executive MBA programs with a proven performance record of successful transformations.
- Career Coach for the MSHRM program helping students with networking and job interview tools.
- Keynote speaker for topics such as influence, cross cultural business negotiation, and career strategy

**Apex Consulting – Knoxville, TN**

**CEO/Founder**

2021-Present

- Founded a consulting company that specializes in executive coaching, and management consulting.
  - Currently working with clients in various industries including Footwear, Import/Export, Restaurants, A/I tech, and higher education.
  - Partnered with other coaches to deliver impactful workshops
- Leveraging my experience and success in the following areas:
  - Change management projects
  - Written and oral communication to senior leadership
  - Executive coaching and leadership development
  - Developing start-ups into scale-ups
  - International expansion and cross-cultural negotiation.

**Promat, Inc. (a subsidiary of Etex Group, NV) – Maryville, TN**

**Region Director and General Manager**

2016-2021

- CEO and General Manager of the North American subsidiary of Etex Group, NV leading the executive leadership team through a tumultuous start-up phase in the red and under \$11M to a profitable and fully functional manufacturing and distribution center hosting 3 divisional sales teams and \$40M in business.
- Direct supervision of seven executive leaders and four sales managers.
- Prepared monthly business reviews with deep dives into P&L for C-Suite leadership in Belgium.
- Revamped the sales and marketing team skillsets to achieve our growth targets using key productivity tools such as Salesforce CRM, Showpad, and Talent2Grow.
- Developed a change management initiative that created accountability and employee recognition which was subsequently used throughout the entire corporation in 42 countries.
- Successfully completed ERP migration (Rootstock to SAP) on time and under budget during COVID-19.
- Evolved company's operations to support YOY sales growth (from \$11M to \$40M) while keeping overheads under budget and improving trade compliance.
- Assisted sales managers with negotiating and achieving sole-supplier status on several DOD projects.
- Awarded the News Sentinel "Top Places to Work" award for 3 consecutive years 2017-2019.
- Led the Etex group in employee engagement and consistently ranked in the top 5% highest engaged workforce of Etex Group worldwide after change management initiative.
- Identified, networked, and vetted acquisition targets with executive team for expansion in USA

**Red Wing Shoe Co. – Red Wing, MN**

***Region Director and General Manager – B2B Americas***

2011-

2016

- General Manager for the Outfitters operation which included warehouse, distribution, export, and product customization operations for a team of over 50 employees.
- Coached and led a team of 6 direct reports and 44 indirect reports covering 2 brands, 3 product groups, and \$50M in P&L responsibility.
- During a downturn, led the team that grew our upstream Oil & Gas market share 40% by creating 1-stop PPE solutions for large multi-national clients such as Schlumberger, Halliburton, and NOV
- Led high-level negotiations for multi-national clients in the region to create both B2B and B2C solutions.
- Sponsored and led the migration and adoption of Salesforce.com CRM for the team.
- Created accountable and measurable targets for local distributors in the Gulf of Mexico and Pan-American region, giving the partnership accountability and a benchmark to increase sales.

***Director – Latin America/Caribbean***

1998-

2011

- Created a distributor training program "Brand Champions" that was adopted across the entire company. It created brand disciples in each region that personally assured their sales approach embraced our brand's values.
- Identified and developed a new \$20M P&L region spanning two brands and three product groups.
- Led and developed a high-performing team of 3 direct and 21 indirect reports.
- Revitalized distribution partnerships by creating fair and measurable growth targets.
- Successfully relocated and closed our manufacturing partnership office in Leon, Mexico

- Two-time recipient of the most prestigious management award (2004 and 2009)
- 19% CAGR over the final 8 years of my tenure and
- Developed entry plan for Brazil and MERCOSUR markets.
- Created a solution for Venezuelan distributors to legally navigate currency controls and secure a \$1M contract with a large multinational client in the region.
- Through a value-based sales approach, our company became the only non-Mexican company invited into the design of safety footwear norms for Petroleos Mexicanos (PEMEX) resulting in many new opportunities.

### **Additional Experience**

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**Account Executive Caribbean Region**, *Black & Decker Latin America Group*

**International Business Development Manager**, *Black & Decker Latin America Group*

**Territory Manager – National Accounts (Big Box)**, *Black & Decker North America Group*

**Field Marketing Rep**, *Black & Decker North America Group*

### **Industry Skills**

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- Spanish (Fluent), Portuguese (Proficient), English (Native), Leadership Coaching, Cultural IQ of Americas and European regions, CRM adoption, ERP migration (SAP, Rootstock, Movex), Business Process Improvement, DFARS, ITAR and Trade Compliance, Demand Planning, Specialized Production, Value-Based Selling, International Export and Logistics, Cross-Cultural Leadership, B2B Sales, Global/Local Customer Experience

### **Professional Certifications and Affiliations**

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**Certified Translator (ATA)**

US

**International Coaches Federation (ICF)**

US

### **Education**

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**Thunderbird School of Global Business** – Glendale, AZ

2008

**Master of Business** in Global Management with a specialization in Portuguese

Convinced the faculty to open a Portuguese class for myself and several other interested executives.

Led teams on multiple semester projects and specialized in the presentation and execution of our projects.

Graduated with highest honors and 3.8 GPA

**The Citadel: Military College of South Carolina** – Charleston, SC

1994

**Bachelor of Business Administration** in Marketing with a minor in Spanish

Achieved Cadet Officer rank and NCO rank every semester

Company Academic and Campus Protocol Officer Corps

Mentored new cadets to ensure adherence to academic excellence and balance between military and academic life

Judo Team Captain

Graduated with 3.2 GPA

### **Volunteering and Outreach**

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**Rotary International** – Farragut, TN

2021-

Present

***Youth Services Chair*** Lead Rotary's efforts in our community for our Youth Exchange Program and youth leadership in our high school and college service clubs (Interact and Rotaract)ational Management with a specialization in

**Water Mission Knoxville** – Knoxville, TN

2021-

Present

***Area Advocate*** Team member of the Knoxville chapter of Water Mission. A Christian non-profit engineering organization dedicated to bringing clean water and hygienic washing stations in developing countries and disaster areas. In my role as advocate, I conduct presentations and outreach activities to get community sponsorship and volunteers for our annual "Walk for Water" even held each year.

**All Saints Catholic Church** – Knoxville, TN

2017-

Present

***Catechist for Youth Ministry*** Teach faith formation to catechumen ages 6-12 grade at our parish. Also involved with youth retreats as a team leader and chaperone.