

Application to Serve

Committee Choice

Which Boards would you like to apply for?

Planning Commission: Submitted

Qualifications required for the MPO SUP Advisory Committee Position.

Question applies to multiple boards

Of Committees Marked How Many Meetings Have You Attended?

Attended many meetings online

Question applies to multiple boards

New Member

Yes No

Question applies to multiple boards

Returning Member

Yes No

Profile

William

First Name

Jason

Middle Initial

Cohen

Last Name

5847 Pine Tree Dr.

Street Address

Suite or Apt

Sanibel

City

FL

State

33957

Postal Code

Mobile: (214) 435-0884

Primary Phone

Alternate Phone

jason@cohensalesllc.com

Email Address

NUMBER OF MONTHS RESIDING ON SANIBEL ANNUALLY

12

Year Round Resident

Yes No

Cohen Sales, LLC

Employer

Sales

Occupation

BACKGROUND: (EDUCATION & EXPERIENCE)

Required Information

I have my BS in Communication from the University of Arizona and am the owner of Cohen Sales, LLC - a manufacturer's representative firm focusing primarily on children's toy sales. I have 25 years of experience in sales, manufacturing , and management.

[Jason_Cohen_resume.pdf](#)

Upload a Resume

COMMUNITY INVOLVEMENT

Required Information

Currently working with CHR as a volunteer to help plan a fundraising event in April. I am a new member of the island community and I look forward to becoming more actively involved.

WHY ARE YOU INTERESTED IN THIS APPOINTMENT?

Required Information

The planning commission has the unique ability to help shape, guide, and preserve the future of the island and I would like to do my part.

MPO Application to submit for your respective Advisory Committee

Please be certain you have completed the "Background: (Education & Experience)", "Community Involvement", and "Why Are You Interested In This Appointment?" text box fields before submitting your application. Thank you.

Please Enter In Today's Date

11/10/24

Name of Applicant

William Jason Cohen

William Jason Cohen

Sanibel, Florida, 33957 | jason@cohensalesllc.com | (214) 435-0884

Personal Profile

Self-directed business owner and sales professional with over 25 years of experience in sales, leadership, and product development. Highly competent in all areas of sales, product development, merchandising, and design. Organized and efficient with strong professional communication skills and ability to multi-task in a fast-paced environment to achieve goals.

Education

Bachelor of Science in Communication | University of Arizona, Tucson, AZ - 1999

Professional Experience

GOFR Outdoors– Dallas, TX 07/2018 – Present
Co-Founder & CEO

- Designed and brought to market several new outdoor/fishing products
- Worked on all stages of design, production, and development from product conception to manufacturing and importing the goods
- The company currently holds three patents for innovative product designs
- Built on-line platform for retail and worked with marketing team to bring brand awareness to new products

Cohen Sales, L.L.C. – Dallas, TX 2009 - Present
Owner & CEO

- Head of sales
- Produce over 30 million dollars in sales in the children's toy business on a yearly basis
- Work closely with large toy manufacturers as well as their retail partners to ensure that the retailers' needs are being met
- Analyze customer needs, identify problems, recommend solutions, and follow up to ensure a resolution when issues arise for the retailers
- Responsible for setup for warm leads, identifying new sales opportunities, and contact referrals
- Manage a support team that works on all back-end sales-related issues
- Work closely with in-house sales teams to help them achieve their individual sales goals

Norman Cohen and Assoc. – Dallas, TX 7/1999-09/2009
Manufacturer's Representative

- Manufacturer's representative
- Set up and handled major retailers and manufacturers
- Responsible for growing sales by 15% in two years
- Developed products for major retailers including design and production

- Traveled globally to understand the full manufacturing process and developed relationships with factories

Skills

- Sales
- Marketing
- Design
- MS Office
- Customer Service

Key Strengths

- Excellent strategist and organizational skills
- Strong sense of responsibility and integrity
- Multi-tasking specialist and follow-up expert
- Sharp attention to detail and interpersonal skills
- Easily adaptable to any work environment or assignment
- Exceptional skills with clients and business relations
- Task-oriented and driven
- Ability to generate new sales
- Strong communication skills

Awards & Honors

- Awarded Top Sales Agent by SkyRocket Toys
- Awarded Rep of the Year by Just Play Products