STEVEN BICKERS

National Accounts and Retail Sales Leader | Consumer Electronics, Club and Specialty Retail
Fullerton, CA | stevenbickers@gmail.com | linkedin.com/in/stevenbickers | stevenbickers.com

PROFESSIONAL PROFILE

Director of Global Sales at Cleer with experience leading national retail accounts, product launches and logistics across the U.S. and Latin America. At Swann, managed a retail portfolio of approximately $10M and grew Latin American and specialty account sales from $4.9M to $7.6M in 2021. Earlier roles included negotiating freight contracts and co-leading the rollout of warehouse and inventory systems.

PROFESSIONAL EXPERIENCE

Cleer, Inc.

Director of Global Sales | Remote Nov 2025 to Present

- Launched ARC 4 and ARC 5 in Micro Center stores nationwide.
- Opened new online retail programs to build the case for in-store placement.
- Lead retail channel sales for a global consumer audio brand across consumer electronics, online and travel retail, working through 4 to 6 independent sales rep groups.
- Own pricing architecture, promotional planning and new channel development.

Swann Communications | Santa Fe Springs, CA | Dec 2014 to Oct 2025

National Account Manager Sep 2019 to Oct 2025

- Won back Best Buy stores, starting at about 600 doors and expanding to about 900.
- Grew LATAM and specialty accounts 55% in 2021, from $4.9M to $7.6M, finishing 44% over budget.
- Managed a retail book of about $10M at peak across Best Buy, PriceSmart, Costco Mexico and Sam's Club Mexico.
- Held LATAM revenue and retained Best Buy and Sam's Club USA through the category shift from DVR to cloud cameras.
- Ran Costco Mexico in store and online from 2020 to 2025, and Costco.com USA from 2020 to 2024.
- Took over Sam's Club USA for 2024 and 2025.
- Focused the business on the 40 core SKUs and variants that drove volume, within an 80 to 150+ SKU assortment.

Senior Product Marketing Specialist Nov 2017 to Sep 2019

- Rebuilt Best Buy online profitability after in-store placement was lost in 2017, working with sales to shift the assortment to higher margin NVR kits and tighten control of low-end DVR kits against Sam's Club and Amazon. Applied the same approach at other accounts.
- Launched 4 to 6 new products a year, each with multiple channel and camera configurations.

Logistics Analyst and Shipping Manager Dec 2014 to Nov 2017

- Saved about $500K by renegotiating FedEx and UPS contracts on about $2M of annual small parcel spend.
- Cut LTL and truckload spend and raised on-time performance by building a consolidated line-haul program for Sam's Club, Best Buy and Lowe's.
- Reduced chargebacks from more than $200K. The stronger metrics supported the return to Best Buy and growth at Sam's Club.
- Ran logistics and fulfillment for an Americas business that grew from about $80M to about $105M by 2016.

KaVo Kerr (Danaher)

Import/Export Specialist | Orange County, CA Nov 2013 to Nov 2014

- Managed freight and trade compliance, inventory analysis and supply chain projects under the Danaher Business System.

Universal Cargo Management, Inc.

Account Executive | Los Angeles, CA Jul 2011 to Jul 2013

- Built and managed a book of freight forwarding and international logistics accounts through cold calling, across ocean, air and ground, coordinating customs brokerage and warehousing.

Target

Sales Floor Team Member (Part-time) | Boulder, CO Sep 2005 to Jan 2011

- Stocked shelves, worked planogram resets, managed returns inventory and served guests daily through college.

EDUCATION

B.S., Global Business Administration | University of Redlands

Founder, Kiva microfinance club. Redlands Student Investment Fund. Local Business Partnerships Student Director. Community Service Leader.

SKILLS

National Account Management | Joint Business Planning | Channel Strategy | Pricing Strategy | Trade Spend | Sales and Operations Planning (S&OP) | Sam’s Club and Club Channel Programs | LATAM Distribution | Amazon Vendor Central | Retail Link | Danaher Business System