

PAUL CRONIN - BACKGROUND



Paul Cronin brings over 20 years of professional experience in sales, management, consulting and entrepreneurship to his clients. Since 2002, Paul has helped business owners open new markets and transform their companies, as part of The PFC Company, a strategic sales consulting practice. Most recently, Paul helped a leading plush manufacturer get a foothold in the electronic learning aid market at *Wal-Mart, Target, Amazon, Costco, Kohls, and Hammacher-Schlemmer*, among others. In 2007, Paul also joined with Axcelus, a Business Acceleration consultancy, based in San Diego and founded by best selling author Paul Lemberg. Axcelus shows business owners how to grow faster and become more profitable, with better sales, marketing and business systems. Ultimately, I show owners how to create more wealth in their company.

Paul Cronin has presented at the MIT Enterprise Forum as well as Northeastern University on issues of entrepreneurship, running a successful business and business networking.

Prior to forming his consulting practice, Paul was part of a management team that grew Eden Toys, a small NY-based toy manufacturer, into \$90 million dollar company. Over a 17 year career, Paul grew from trainee into the leader of a diverse team of telemarketers, rep groups and senior sales representatives serving thousands of retailers in the US including major retailers such as *Carlton Cards, Borders Books and Music, Federated Department stores, Talbot's, Nordstrom and TJX Corp.*

Paul has been twice-bitten by the entrepreneurial bug:

In 2001, Paul built his first start-up, InfoStore Inc., which aggregated POS data and developed market information, but the business was unable to survive in the post-9/11 fund-raising drought.

From 2004 to 2008, Paul acted as an investor, advisor and regional franchisor at Parmasters Golf Training Centers. Paul sold his stake in 2008 for a profit in order to develop new opportunities and help his clients.

Paul is a member of these associations and networks:

- The Boston Latin School Alumni
- Northeastern University Alumni
- ASTRA, American Specialty Toy Retailing Association
- Toy Industry Network
- Merrimack Valley Venture Forum
- Merrimack Valley Chamber
- SBANE, the Smaller Business Association of New England
- New England Franchise Association
- LinkedIn, Facebook