

MIKE CHAMPOUX

Winbrook

What is your title/role at Winbrook?

Sales Director – Representing all areas of Winbrook's brand asset management products & services with a focus on Advertising Specialty / Promotional Products.

How long have you been in the industry?

25 years. Started as a Proforma franchisee in August 2001. Combined with Winbrook in 2012.

What do you like best about your company?

#1 is the people... my colleagues in Account Management who are very experienced. Many possess deep knowledge in various Print & Promotional areas and vertical markets and are a tremendous resource to me and my clients.

How do you describe what you do for work to non-promo people?

I make the analogy that I am like a General Contractor for branded stuff. Building a home or an addition, it is much more efficient to hire a skilled GC who has relationships with all the sub-contractors like Electricians, Plumbers, Roofers, etc. Our clients hire me for my experience & expertise and for the strong relationships we have with our supplier partners. Clients can certainly do an internet search and hope the source they find is a good one. But, when working with a skilled, experienced professional, they have the peace of mind that I have vetted out the suppliers and I know who to go to to get things done right, on time & on budget.

What is your favorite promo product that you own and use?

Tough one... I hate to single out just one and make all my favorite NEPPA suppliers think I don't love them! But, if you push me into a corner, I guess I'd have to say, this summer I've been enjoying the Rechargeable Camping Lantern with String Lights # 8053-28 from PCNA. Guests have been impressed with how cool it is at night on our deck. Great conversation piece!

Do you have any words of wisdom for people who are just starting out in the industry?

Product knowledge is certainly important. So, I don't want to minimize the value of it. However, client relationship building is the priority. If you have all the product knowledge in the world, but no one to sell it to, you'll go broke. Join & participate in local & regional networking organizations. Be steady & consistent with follow-ups and ask for referrals from everyone; family, friends, clients, former colleagues, etc.

Do you have any words of wisdom for people who have been in the industry for a long time?

AI is actively changing our business. I have struggled to embrace and implement AI tools

into my day-to-day. But, it is a goal to do so increasingly for Q4 and into '27. I think we all need to explore how to look at and use AI as a tool to increase efficiency and increase revenue.

[As sustainability becomes a driving factor in how we all do business, what are some ways you and your company are making changes to the status quo?](#)

In summary, in 2024, Winbrook committed to a significant reduction in scope 1 and scope 2 greenhouse gas (GHG) emissions by 42% by 2030, in addition to measuring and reducing its scope 3 emissions. This commitment underscores Winbrook's dedication to environmental stewardship and aligns with global efforts to combat climate change.

[When attending a tradeshow what is your Key to Success?](#)

For me, I look at trade shows as an opportunity to see what's new & trending in the industry. But, perhaps more importantly, to seek the expertise and ideas from the great NEPPA suppliers of how to position some of their products to my clients & prospects. Case histories and success stories are more interesting to me than the newest shiny product.

[Would you like to give a shout out to someone in the industry who has made a difference in your career?](#)

When I was just getting started I was at an annual sales meeting and the big distributors and Sales Reps were getting trophies and plaques for their Sales numbers. I commented to a friend I was sitting next to how impressed I was with these people. My friend said to me, "That's great Mike. But remember, Sales feeds egos. Profit feeds families." That wise gentleman was Barry Resnick who left us too early several years ago. But, his sons are still involved in the business, and I would love for them to know that I still remember and value that advice!

[Tell us something about you that most people may not know.](#)

I am the baby of 6 kids and the only "boy." People have suggested that I must have been spoiled growing up because of that. I'm not sure I agree... but I think my sisters all do. LOL.

[What is your favorite quote \(movie/literary/personal\)?](#)

Favorite movie...Tough one. So many good ones. Tie between JAWS and The Godfather 1 & 2
Favorite quote: "Beer is proof that God loves us and wants us to be happy." – *Ben Franklin*

[Do you have any fun hobbies or meaningful volunteer work?](#)

I served as a Select Board member in my community for 9 years (3 terms), and as Chairman twice. I now serve on Parish Advisory Council at my church

[What meme describes you best?](#)

Not sure why.... I just am a fan of Patrick and this image spoke to me.

