

BUSTER ARNWINE

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Buster Arnwine | LinkedIn

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Dear Hiring Manager:

I am a seasoned executive with extensive experience in leadership, managing all aspects of high-profile client teams across various functions (eComm, marketing, innovation, sales, category management, supply, finance, and trade marketing) delivering best-in-class performance to multimillion dollar retailer accounts (Walmart, Sam's Club, Amazon, Target).

Over the last 15 years, I spent most of my career in various leadership roles at Reckitt, including VP of Sales for Walmart and most recently, General Manager of UpSpring, a subsidiary company acquired by Reckitt pre-pandemic. Earlier this year, UpSpring was absorbed by the parent company and I made the decision to pursue new opportunities.

I know I can hit the ground running and add immediate value through my unique blend of executive skills and operational knowledge. I would love the opportunity to discuss my diverse experience and skillset in more detail, but to highlight a few areas of my expertise:


High Performance Teams. I excel at closing performance gaps through high-performance team leadership. I approach talent not as a one-size-fits all workstream component, but to utilize distinct strengths to operate as a stronger, more cohesive unit. As a servant leader, I achieve results by rolling my sleeves up and leading from the front.

Strategy. As a highly energetic leader with an entrepreneurial spirit, I am future leaning and passionate about building and communicating effective long-term strategy (*where are we going and why?*). What makes me different is that I not only build vision, but I execute to fruition. My high-energy approach pushes the needle forward and motivates my team through the natural ups and downs of the industry.

Results. I thrive on efficiency and strong financial results. Working across +25 national brands with disciplined P&L management, I have consistently hit double digit growth targets, improving overall brand and category performance.

I am confident that I am the one that can take this role to your vision, I greatly look forward to meeting with you to discuss this position in more detail. Should you need further information, I am available by phone or email at your convenience.

Sincerely,



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Professional Profile

Extensive sales leadership within the CPG industry across multiple national brands and channels delivering best-in-class performance to top tier retail clients (Walmart, Sam's Club, Amazon). Expert financial acumen with proven results in aggressive top and bottom-line growth. Specialized in strategic management, relationship development, targeted execution and high-impact, value-add results.

CPG Career Experience

General Manager

UpSpring, LLC (Reckitt Subsidiary)

Oct 2019 – Dec 2021

Austin, TX (Remote)

Directed all aspects for the Walmart, Target, alternative and Amazon channels, including financial management, planning and execution, performance management, and team leadership. Responsible for cross-functional departments and +50 employees, including Research & Development (R&D), Safety|Quality|Regulations, Marketing, Sales, Trade Marketing, eCommerce, Finance, Supply Chain and Logistics.

- Accomplished +200bps Gross Margin, +42% Net Revenue, and positive EBITA on total company profit and loss.
- Oversaw operations to re-launch brand, D2C, content strategy, community/social, and full line repackaging.
- Refined Amazon channel strategy increasing profitability and traffic conversion; grew Walmart +500% in net revenue.

Vice President of Sales, Walmart

Reckitt

July 2015 – Oct 2019

Rogers, AR

Led full life cycle Profit & Loss (P&L) management of \$1B business for 14 brands (Mucinex, Cepacol, Delsym, Enfamil, Clearasil, Durex, KY, Mega Red, Move Free, Digestive Advantage, Neuriva, Enfagrow, Airborne, Veet). Led +24 team members across Sales, Supply Chain, eCommerce, Category Management and Shopper Marketing.

- Achieved +10% in-store growth through 4P (Product, Placement, Price, Promotion) improvement with +200% eComm.
- Leveraged customer relationships to improve Reckitt relationship in advanced strategic planning (ASP) with Walmart.
- Developed and implemented first-of-its-kind, purpose-led shopper marketing program Health4All.

Trade Director Healthcare

Reckitt

July 2013 – July 2015

Parsippany, NJ

Spearheaded sales strategy and P&L of \$1B over the counter (OTC) business unit with Mucinex, Delsym and Cepacol brands. Oversaw trade marketing team and matrix organization of +50. Responsible for corporate relationships and support of Mass, Drug, Grocery, Institutional, Dollar, and Club channels.

- Exceeded targets in household penetration & market share through 4P management across all channels, white space new product development (NPD), and sales team training.
- Achieved #1 OTC brand (#3 previously) through 4P execution, retailer partnerships and promotional tactic optimization.
- Led ten total new product launches in total market resulting in two sub brands achieving #1 total segment dollar growth.

Sales Director Sam's Club

Reckitt

July 2011 – July 2013

Bentonville, AR

Managed P&L operations for \$150MM retailer (Sam's Club) for 6 primary brands (Lysol, Finish, Airwick, Mucinex, Delsym, Rid-x).

- Increased net revenue by +40% within two years, decreasing trade rates -400bps.
- Created and rolled-out new bespoke brands, entering two new aisles with 100% incrementality.
- Earned Reckitt account of year 2012 & 2013 through demonstrating outstanding business results & collaboration.

Additional Experience

Founder, Co-Owner and Principal (Startup)
Hair on Fire (HOF) Enterprises, LLC

Dec 2021 - Aug 2022
Bentonville, AR

Built technology startup for Tech (IT) and Flagro (Digital Marketing) brands in Northwest Arkansas. Responsibilities included propping up business through brands inception, financials, marketing, and proprietary services models.

- Achieved +50% operating profit margin within first three months.
- Secured +50 clients within the first 6 months.
- Forecasting future revenue ahead of projections at +\$50k/mo. within first six months.

Reckitt Benckiser (Reckitt)

2005 - 2011

- Trade Marketing Manager, Lysol
- Supply Special Project Lead
- Customer Supply Chain Manager, Walmart/Sam's Club NA
- Network Transportation Manager US
- CPFR Analyst, Walmart

UNILEVER

2003 - 2005

- CFR Analyst, Walmart-Laundry
- Supply Chain CO-OP
 - Recruited by Unilever as an undergraduate to participate in a six-month, full time rotational internship at Unilever's logistics/supply chain headquarters in CT working in supply chain/logistics support for Walmart.

Education

Bachelor's of Science (BS) in Marketing, Logistics & Transportation
University of Tennessee - *Haslam School of Business*

May 2004
Knoxville, TN

Executive Mentoring | Community Engagement

Executive Mentor, University of Arkansas – *Walton College of Business*

2016-2021

- Guest lecturer and coach for MBA and Undergraduate business programs.

Board Member, American Heart Association (AHA) - NWA

2018-2020

- Established and sponsored the H2O Go watering stations bringing hydration to underserved NWA schools.

Guest Speaker, Women in the Workforce Conference - NWA

2017-2019

- Provided mentoring and allyship for one day conference geared toward opportunity for women in the workforce.

Guest Speaker, Students Achieving Milestones (SAM) Talk Series - *Walton College of Business*

2019

- Worked with University to develop program directed toward student advancement in business.