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PROFESSIONAL SUMMARY:

Sales professional with strong employee relations, communication and organizational skills supporting strategic initiatives. Proven results in expanding operations and achieving substantial revenue gains through planned sales efforts. Able to work at a high level of resiliency and flexibility as needed to navigate in fast-paced and changing environment to maximize and sustain company growth.

EMPLOYMENT HISTORY:

Manna on Main Street, Lansdale, Pennsylvania

December 2013 to present

Food Resource Director

- Lead team member; instrumental in the implementation and rollout of the Smart Choice Food Inventory program, a digital software choice ordering system; immediate impact of streamlining inventory, cost and personnel requirements. Improved accuracy, maximized pantry resources, promoted healthier eating, all while providing enriched dignity through client empowerment.
- In addition to food inventory, managed food acquisition, food drives; collecting an average of \$2,017,314 of food, per year, government food programs and food flow distribution. Maintain a peer network of local and county resources; Grocers Against Hunger and Hub Pantry Program. Awarded "Top Pantry 2019 of the Greater Philadelphia Area".
- Responsible for collection and compilation of necessary data and information for program reports, evaluation and reporting to funders.
- Manage, develop and train food resource team and volunteers.

H & A Media Group

January 2010 to January 2014

Multi-Media Marketing Consultant

- Sales of multi-media campaigns to state and local agencies, corporation attractions and other hospitality venues for AAA Club publications, digital editions and websites. Within the first year, doubled regional advertisers, all while maintaining current base customers.

Dominion Enterprises/Travel Media Group

January 2001 to January 2010

Vice President (January 2007-January 2010)

- Directed overall regional sales including print and internet divisions with a team of Regional Directors and Field Sales Representatives.
- Developed sales and marketing strategies, forecasts and budgets in alignment with corporate objectives.
- Spearheaded the Senior Management Strategic Committee and was liaison between Sales Advisory Board and Senior Management.

National Director (January 2004-January 2006)

- Managed seven regional managers and sixty sales representatives; nationwide and Canada. Responsible for staff hiring, training, budgeting, P & L analysis and marketing efforts.
- Lead the sales team to generate \$23M through strategic action plans; reduced printing expenses by 15%, reevaluating distribution locations and freight costs; reacquired former account by redesigning the company's website, and in turn, retained company's largest account.

Regional Director (January 2001-January 2004)

- Oversaw eight representatives and one market development manager, while monitoring P&L from two publications.
- Led product selling training to field associates, which in turn, developed and implemented a nationwide expansion plan involving distribution, sales and key accounts.
- Launched an effective customer/revenue-oriented growth plan; coordinated the launch of the largest online hotel coupon websites. Managed sales for Pennsylvania, Delaware and Maryland; increasing customer base from three accounts to 239 accounts, writing \$1M+ in contracts.

Education & Certification

- Bachelor of Arts , Sociology and History, Salem College, Winston-Salem, NC
- ServSafe Managerial Certificate; Expires 9/16/2025
- Excel, Word, PowerPoint, Clientrack, Salesforce and SmartChoice
- Chairman Nutrition Coalition
- Member MontCo Anti-Hunger Network