

# Byron McKinney

MBA

## Contact

### Address

Houston, TX, 77065

### Phone

(832) 797-8298

### E-mail

byronmckinney2@gmail.com

### LinkedIn

<https://www.linkedin.com/in/byronmckinney2>

## Skills

Account and Vendor management

Sales and leadership training

Business development and planning

Strategy development

Relationship building and management

Growth planning

Performance-oriented Executive Sales, Strategy and Development Leader offering exceptional record of achievement over an 18-year career. Tenacious leader with strategic and analytical approach to solving problems, bringing in customers and accomplishing profit targets. Talented in identifying and capitalizing on emerging market trends and revenue opportunities. Results-driven sales performer with solid history of success in bringing in new customers, managing revenue streams and maintaining solid account relationships. Continuously monitor competitors and research market conditions to stay responsive and successful in dynamic environments. Persuasive negotiation and program management abilities.

## Work History

2018-09 -  
Current

### Director of Sales & Strategic Planning

*Gordon Food Service, Houston, TX*

- National and Key Accounts
- Formulated and presented innovative strategies to team members, executives and customers to build foundation for successful sales plans that deliver \$750,000,000+ in revenue annually.
- Direct selling experience and responsibilities with Hilton, Marriott, Starwood, Carnival Cruise Lines, Royal Caribbean, HCA Healthcare, Methodist Healthcare, USDA (United States Dept of Agriculture), TDA (TX Dept of Agriculture), and Houston Food Bank
- Responsible for all aspects of National and Key Account sales management, new business development, annual operating & business plans, budgets, performance metrics, and business unit processes Increased new business growth by 11% and total sales volume growth by 18%, 2018 - 2020
- Directed work of efficient administrative team maintaining accurate sales, inventory and order documentation. Closed \$35,000,000 profit gap from through new segment expansion, sales mix, collaborative business planning and inventory and product supply management changes
- Responsible for all sales and sales operations, recruiting, hiring and sales training

- Collaborates with each sales team and individual team member to identify goals and objectives, and provide regular scheduled feedback through working sessions and coaching
- Formulated and presented innovative strategies to team members, executives and customers to build foundation for successful sales plans.
- Established ambitious sales targets, managed deployment strategies and developed go-to-market plans to capitalize on every revenue opportunity. Successful with new account and key customer development, along with increasing same account sales penetration resulting in 8% increase
- Developed standardized inventory management evaluation and performance metric evaluation which provided performance insights through new format of reporting
- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets. These strategies led strategic decisions in reducing write off and reclamation by more than \$751,000 annually.
- Led change and transformation across business areas to deliver benefits and align company resources

2012-06 -  
2018-07

## **Senior Business Development and National Accounts Manager**

*Coca-Cola North America, Houston, TX*

- Responsible for \$1,250,000,000 in sales, operations, business planning, strategy, commercialization, brand planning execution, development & implementation of sales strategies for all channels and routes to market within North America and key global markets
- Direct selling responsibilities included Walmart, Kroger, Target, Costco, Sam's Club, Shell, Chevron, Circle K, Amazon, and other key regional retailers in various retail channels
- Led and developed all sales processes, presentations and strategies for ready-to-sell channels throughout North America

- Responsible for managing, coaching, and mentoring team of National and key account sales, new and existing customers, Sales Directors, Broker Managers, Account Managers for Coca-Cola North America and Coca-Cola Refreshments for complete and effective multi-year revenue/volume/profit goals
- Developed and executed long-term sales strategies that consistently exceeded volume, profit and revenue targets across all channels, resulting in 9% increase in revenue, 7% profit growth annually (\$575,000,000 revenue annually) and closed \$30,000,000 profit gap.
- Developed all product/selling materials, strategies, operating plans, and road maps based on performance targets, and in-depth data analysis
- This led to successful sales, authorizations, and collaboration with national accounts (all sales channels, 200+ sales team members, 1,000+ sku, nine market segments, and \$1,250,000,000 in annual revenue)
- Managed end-to-end product life cycle from conception through launch that resulted in over 75 national sku authorized in multiple channels over 200,000 outlets across North America and internationally
- Built and executed business growth customer plans that increased North American and International market volume by 22% and sales by 21% from 2014 - 2017
- Successfully gained distribution on new products, categories, and increased product exposure (positioning, advertising and promotions) which increased new outlet & incremental volume by 18% and dollars by 15% from 2012 - 2017
- Increased +3,000 outlets of new distribution for incremental sku, core sku, and new category items through analytical selling, collaborative business planning, and category insight solutions
- This strategy gained the organization #1 ranking in both dollar and volume share versus competition

2012 - 2017.

2004-12 -  
2012-06

## **Global Sales & Marketing Education Manager**

*PING Golf, Phoenix, AZ*

- Created customer, sales team, and account education platform for global sales
- Designed, budgeted, strategically planned, launched & released all new products, along with visual merchandising, and sales support materials
- Responsible for \$200,000,000+ in revenue.
- Direct selling responsibilities with Dick's Sporting Goods, Golf Galaxy, PGA Tour Superstore, Golfsmith, Edwin Watts Golf, and TGW (The Golf Warehouse)
- Created global sales/marketing/customer service education platform which was used as the company's sole education & selling toolkit for global, national, regional, and key account service & sales oriented process
- This platform and curriculum was used by all sales team members
- Curriculum resulted in securing over 3,000 new customer outlets, delivered 12% annual revenue growth year over year, and secured the company with top ranking market share versus competition each year
- Team lead for PING's "Value Stream Mapping" group, responsible for automated processes for order-entry, production, shipping and order-to-cash cycle
- Created value stream mapping and gap analysis for key freight, logistics, and global accounts which resulted in \$1,200,000 of additional profit annually
- Created and launched new category innovation while partnering with Apple, which resulted in over 200,000 downloads and \$3,200,000 in profit.

---

## **Education**

---

2006-01 -  
2008-05

## **MBA: Business Administration**

*University of Phoenix - Phoenix, AZ*

2000-08 -  
2004-12

## **BS: Hospitality Management**

*University of Houston - Houston, TX*

---

### **Accomplishments**

---

Top Performer and Supplier - Harris County

Department of Education, 2018 - 2020

Gordon Food Service Sales & Marketing Team of the  
Year Award - South Division, 2018 - 2021

Top Performer and Supplier - Houston Food Bank, 2018  
- 2020

Coca-Cola North America Best of the Best National  
Retail Sales Award, 2016 - 2018

Point of Purchase Advertising International (POPAI),  
Outstanding Merchandising Award 2009 - 2012

Apple: Most Popular New Sports and Entertainment  
App, 2011

Dicks's Sporting Goods - Innovative Product of the  
Year, 2011