

Courtney L. Bartley

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EXPERIENCE

2020-present

UNILEVER, NORTH AMERICA

Customer Business Manager, Delhaize

Manage \$70MM Beauty & Personal Care and Condiments business for Delhaize banners

- Lead full year promotional and new item planning with the retailer in order to drive category share and maximize ROI and spend metrics
- Lead cross-functional team dedicated to flawless execution of share growth through in-store retail execution, shopper marketing and category management
- Provide detailed monthly forecast to signal business needs and priorities
- Connect bi-weekly with internal business teams to ensure alignment against critical customer goals

2018- 2020

Sundial Brands Key Account Manager, Southeast

Lead \$20MM+ retail business, covering Military, East and some Mid-West Grocery

- Drove new item distribution on SheaMoisture Hair Care at major SE retailer by leveraging unique channel sizing; business aimed at \$350K in its first year, 23% above forecast
- Established all new business on Nubian Heritage Haircare at a Southeast retailer – drove key promotional support in-store and social media

2017 - 2018

STORCK, USA

Regional Sales Manager, South

Led \$15MM retail business across the Southeast, across traditional grocery, Military and independent wholesale businesses; manage and support broker network

- Led #1 company new item initiative in SE, exceeding 65% ACV target in one year through relationship building, customer-specific strategies and IRI data analysis
- Successfully closed \$1.1MM of distribution gaps in existing items in first year

2014-2017

CHOBANI

Regional Account Executive, Southeast Grocery and Puerto Rico

Lead \$90MM retail business; provide monthly forecasts, plan promotional strategies, drive distribution and manage daily customer and broker relationship

- Double digit growth delivered across both Publix & SE Grocers in 2015; exceeding company target through laser-focus on shopper marketing, innovative thinking, new item sell-in and joint business planning
- Lead go-to-market strategy and planning for Puerto Rico business; working closely with local distributor network

2013-2014

Yogurt Category Manager, East Grocery

Led all category management projects & new item presentations for Ahold, Publix, Wakefern, Wegmans, Price Chopper, Harris Teeter, Delhaize, etc, representing \$300MM+ in Chobani yearly retail business; 1 direct report

- Closed critical distribution gaps at several key retailers, most notably Chobani 4pks at a prominent Specialty grocery store, a \$1.5MM incremental opportunity
- Developed a gold standard yogurt POG leveraging shopper insights; 3 retailers implemented
- Worked closely with a Northeast retailer on a custom test, the only manufacturer granted sole access to their shopper card loyalty data; sales performed 5X vs remaining market

2012- 2013	UNILEVER, NORTH AMERICA Associate Brand Manager, Knorr Sides/SideKicks North America	Englewood Cliffs, NJ
	<ul style="list-style-type: none"> Led strategy and development of Top Dish Side Dish strategy across US and Canada, designed to drive margin trade up through mix Drove a VIP initiative expected to drive gross margin +200pts and +\$5.0MM savings in 2013 by managing a cross-functional, multi-regional business team Delivered innovation in a 400 store test at a major mass retailer in just 6 months OTIF; further expansion of this test could present a \$15MM opportunity for the business 	
2010-2012	Associate Brand Manager, Suave	
	<ul style="list-style-type: none"> Drove a 360° campaign in support of 2010 body wash innovation, resulting in +3 upspw at a mass customer versus the category average Developed a robust Shopper Marketing Plan aimed at gaining share in the Dollar channel – drove Suave BW plans at a customer +23% Managed Suave Skin’s \$25MM budget; reconciled budget monthly to stay within target 	
2008-2010 6/2007-2008	Category Management Strategy Manager – National Personal Care Associate Category Management Strategy Manager – National Pasta Sauce/Food Developed category retail strategies to drive the \$3.8B Personal Wash category	
	<ul style="list-style-type: none"> Led a category retail strategy initiative at a leading customer gaining 6.5pts-9pts of incremental space for leading bar soap (~\$7MM opportunity) Drove 13% Unilever growth through implementing Personal Wash strategy at Military Hired into the Unilever Foods Division, specific to Bertolli and Ragu Pasta Sauce brands. Promoted after one year to HBC/Personal Care 	
2004-2006	HORMEL FOODS CORPORATION Senior Category Analyst (Promoted to Senior level in 2005)	Lebanon, NJ
	Utilized consumer trends, ACNielsen data and marketing resources to develop actionable, objective strategies to grow total category volume for the Eastern supermarket channel (Customers included Wakefern, Pathmark, Ahold, Publix, Food Lion, Hannaford)	
	<ul style="list-style-type: none"> Created and presented a comprehensive category review based on syndicated data and adjacency studies that generated 63%+ dollar volume in the canned meat category, that was declining 3-4% historically each year Led Eastern Region’s new employee training on analytical applications such as ACNielsen, Panel Data, SPECTRA, Infolync and Space Management software Awarded “Best of the Best” in July 2005 by Hormel Foods’ Director of Category Management for leading team-based initiatives and improving customer relationships 	
2003-2004	Sales Representative	Birmingham, AL
	<ul style="list-style-type: none"> Had direct selling responsibilities for Mitchell Grocery, Piggly Wiggly and AWG customers – sold secondary merchandising units at retail in the Southeast region Led all operations in preparation for and during the annual City Wholesale Food Show including show merchandising, direct selling and negotiating, and order fulfillment 	
EDUCATION	EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL MBA, Marketing & Leadership Concentration, May 2007 THE PENNSYLVANIA STATE UNIVERSITY Bachelor of Science, Marketing, May 2003	Atlanta, GA University Park, PA
	Graduate of McKinsey Black Leadership Academy 6 month program, Graduate of 3 Dale Carnegie classes: 12 week, Sales Training and High Impact Presentations	

