

# Eric Saldaña Munguia

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## PROFESSIONAL SUMMARY

Strategic brand and distribution leader with extensive experience scaling businesses from the startup phase to multi-million dollar revenues in the food and beverage industry and consumer packaged goods (CPG). Demonstrated expertise in hands-on sales, marketing, business development, and customer service as an innovative leader and expert relationship builder. Proven track record of successfully managing and partnering with brokers, distributors, logistics, and sales management companies. Passionate about solving complex problems, strategic decision making, exceeding sales objectives, and unlocking new revenue opportunities. Seeking an executive or director role in an ethical CPG company that embodies quality, community, and a commitment to fresh authentic products.

## PROFESSIONAL EXPERIENCE

**General Manager, Texas**, Jan 2022 – April 2022

*Buffalo Market*, Visalia, Ca

- Opened new territory for the fastest growing full-service food distributor in consumer packaged goods (CPG) and direct store delivery (DSD).
- Managed logistics of warehouses, trucks, merchandisers, and product delivery.
- Acquired major accounts in Texas, including Walmart and Whole Foods Market; completed the onboarding of HEB, Central Market, Randles, Sam's Club, and Costco.
- Built expansion strategy to hit a targeted sales goal of \$100 million for the 2022 year.
- Managed the launch of distribution to 500+ Whole Foods locations nationwide and 400+ HEB locations in Texas.
- Oversaw fleet contracting in the Texas region and allocated warehousing in the major hubs of Texas: Dallas, Houston, and San Antonio.
- Built and trained operations team to execute distribution in May 2022.
- Oversaw hiring of a merchandising and sales team to cover the Texas area.
- Negotiated contracts with potential brands to service the Texas area in March 2022.

**CEO**, Jan 2020 – Jan 2022

*Sabor Mexicano Inc*, Berkeley, Ca

- Developed high-growth business strategies and implementation plans to ensure alignment with short-term and long-term objectives.
- Lead and motivated staff, advanced employee engagement, and developed a high performing managerial team.
- Oversaw all operations and business activities to produce results toward strategic growth goals and the company's mission.
- Scaled the business to national brand presence with leading natural foods retailers in the CPG industry; grew the brand's reach to 2,000 stores with a portfolio of 7 products (SKUs) in year 10, including all Whole Foods locations nationwide and 50+ major and independent markets.
- Directed the business strategy and marketing vision for the company; created a brand voice highlighting the brand's family ownership and high-quality products made with natural ingredients.
- Grew sales from the ground up to an annual run rate of \$7.5M predicted for 2022.
- Increased sales by 65% during the first year as CEO, and again by 50% in 2021 (YTD).
- Landed the first national account; Whole Foods Market, 500 stores with 7 products (SKUs).
- Built and managed a nationwide distribution network of brokers, distributors, and sales management firms totaling over 20 representatives.

- Launched a new online store in two weeks in response to limited stock from COVID-19 purchase patterns, creating a new revenue stream and service previously unavailable to customers.
- Added two new co-manufacturers; resulted in 150% increased production capacity.
- Hired and directly managed a third-party logistics company; identified and communicated the company's logistic needs and evaluated the logistics company's KPIs of service, including satisfaction of the co-packer, warehouse, and retailers with the service.

**Director of Sales, Jan 2017 – Dec 2019**

*Sabor Mexicano Inc, Berkeley, Ca*

- Landed key accounts to enter 5 new regions, increasing sales by 94% in 2017.
- Fostered and maintained strong relationships with 10+ key accounts, including major national grocery chains like Whole Foods Market, regional chains, and independent grocery retailers.
- Performed strategic account management; owned sales targets and growth at top accounts, identified distribution gaps and opportunities to reach new customers, and executed strategies to expand Sabor's business portfolio.
- Pioneered product distribution increased from 1 to 5+ products (SKUs) carried at each account..
- Cultivated relationships in new markets, including international hospitality and maritime; onboarded distributors in Latin America and the Caribbean for annual sales of \$1.2M.
- Increased exposure and sales across the Southwest & Rocky Mountains regions as the managing broker; coordinated promotional offers and monthly strategy calls to penetrate the largest natural food retailers in the region.
- Managed retail-level marketing campaigns (promotions, coupons, demos, and training) and digital media to expand market presence, add additional revenue streams, and generate strong ROI.
- Responsible for sales and marketing, including tracking and strategizing to meet sales goals, deal negotiation, understanding and selling to customer needs, motivating sales team, strategic planning, coaching staff, and maintaining market knowledge.
- Responsible for operations: managed business processes, developed budgets, and hired staff.

**Director of Business Development, May 2011 – Dec 2016**

*Sabor Mexicano Inc, Berkeley, Ca*

- Founded the CPG specialty food startup to manufacture and sell authentic high-quality Mexican foods based on family recipes.
- Established the brand's market position by locating, developing, defining, negotiating, and closing business relationships with retailers, investors, restaurants, food banks, and more opportunities for networking, sales, and community service.
- Grew brand presence from year 1 with sales 100% direct to consumer at 30 farmer's markets per month, to year 6 with sales at \$1.1M distributed through retailers.
- Hired and trained a team of marketing, sales and distribution professionals, enabling a higher volume of sales and distribution.
- Built distribution channels, including hiring and managing an in-house direct store delivery (DSD) team of 5 and creating efficient routes to service all Northern California retail accounts.
- Assisted in creating the architectural plans and making key decisions for layout and functionality of the company's first manufacturing plant.
- Developed and implemented quality standards for compliance with state and national food safety standards and to maintain the authentic taste and quality of the Sabor brand.
- Helped develop and launch 13 products (SKUs).
- Helped develop the core of the business, including branding, quality standards, product development, mission, vision, and values.
- Responsible for accounts payable and receivable, and all administrative work.

**Co-Founder, Jan 2013 – Nov 2015**

*Liny's Food LLC, El Sobrante, Ca*

- Founded a cottage food operation producing pão de queijo, a Brazilian cheese bread.

- Implemented CPG industry knowledge to scale the brand from direct to consumer sales at farmer's markets to a reach of 30 accounts, including Whole Foods Market.
- Produced, packed, delivered, and marketed the product with co-founder.

## **VOLUNTEER EXPERIENCE**

**Board Member**, Feb 2022 – Present

*Naturally Bay Area*, San Francisco Bay Area, CA

- Maintain constant communication with emerging CPG brands to help them avoid start-up mistakes.
- Launched a “discovery box” program to connect new Bay Area food brands with local tastemakers in collaboration with a team of 5; curate 5 unique box selections annually, coordinate delivery, and select 50 recipients among retailers, investors, CPG leaders, and influential community members who can strategically propel small food businesses to rapid growth.
- Attend monthly board meetings.

**Co-Captain**, Jan 2019 – Present

*FC Wolverine*, Austin, TX

- Co-lead an adult soccer club based in Austin, Texas.
- Provide a competitive and social atmosphere for a team of 22 players.

**Volunteer**, Jan 2011 – Jan 2022

*Sabor Mexicano Farm*, Guerneville, CA

- Assisted farm director and farmworkers with volunteer labor in all aspects of managing the 100-acre family farm; worked with and supported farm operations, including agriculture, quality food production, animal care, countryside management, agribusiness, and crop management.
- Deepened understanding of organic farming and sustainability to connect with the brand's ingredients and ensure the accuracy of the brand's promises to customers.
- Participated and learned traditional cooking methods incorporating family and cultural values of “seed to crop” cooking with purpose.

## **EDUCATION**

**San Francisco State University**, San Francisco, CA — BS in Business Administration, 2011

**The American Business School of Paris**, Paris, FR — Immersion in International Business, 2010

## **SKILLS**

- Leadership
- Brand strategy
- Strategic planning
- Risk management
- Fostering teamwork and collaboration
- Innovative problem solving
- Initiative and decision making
- Adaptability and change management
- Project management
- QuickBooks
- MS Office

## **LANGUAGES**

Fluent in English and Spanish