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Seasoned Sales Director with proven track record of meeting and exceeding sales objectives. Has a track record of excelling within both the market and the company expectation and being promoted regularly. Consultative selling style with ability to build lasting partnerships with key retailers, distributors and brokers. Creating relationships and selling accounts in a way to foster customer retention as well as meet company objectives.

Some of my goals in my everyday work

- Strive to create an environment of learning and information sharing. The team that all has thier input heard has a feeling of ownership
 - Drive profit for brand through analysis methods, and improve company revenue through chain growth
 - Work delegation within the team gives all involved the ability to see all sides of the business for a better understanding and comprehension of what they can bring
 - Brand improvement so that every account touched either by me or my team improves their business from the way we found it
 - Planning so that all have what they need to SUCCEED and then hold them accountable to do just that
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Experience:

Som Friends, Inc. / Som Sleep

Director of Sales – National

July 2021-Present

Oversees National Sales for the company and works directly with broadliners like UNFI, KEHE and C&S as the main route to market for this young startup.

- Main responsibilities are to grow chain authorizations
- Build the brand availability within the existing stores
- Expand store count where we currently have trial placement
- Once enough authorizations are in place to look to switch to traditional DSD distribution model
- Called on multiple channels of trade including Grocery, Drug, Convenience, Mass, Club, Military, Hospitality and Non-traditional

Repp Sports / Raze Energy Drink

Director of National Accounts and Sales – East

Nov 2020 – July 2021

Hired to oversee and acquire a DSD system that spans from Maine to Florida and as far west as OH to TX. While managing the DSD network also gain chain authorizations through my years of Account calling for previous brands.

- While here I have had approximately 40 chain meetings for authorizations into the upcoming POG's
- Successfully gained chain authorizations within Grocery, Drug and Convenience with limited brand exposure and late to the planning season hire date
- Secured authorizations in roughly 13,000 retail outlets in the couple months from hire
- Acquired a half dozen distributors within my market to sell Raze through the authorizations that I have gained
- Implemented a billback submission program for the company that is still in place
- Built a monthly DSD incentive program for the company's total 90 distributors to incentivize the sales rep engagement

VPX Sports / Bang Energy Drink

National Accounts Manager Drug & C-Store

Feb 2020- Oct 2020

Still in charge of the same chain account base as before with a focus against CVS, GPM, Wawa, and Cumberland Farms / EG Group. This role is allowing me a deeper wiring within the 4 major chains and calls for travel to all of the US to meet with Regional and National Sales teams along with FMM teams withing CVS and GPM. My role will remain the same until the company hires the 15 RAM and KAM roles that will take 114 chain account calls off of my plate. My main focus is:

- Chain profitability- I currently have the largest portion of the brands chain account base but also run the lowest ROI of anyone in the company
- Chain forecasting- Directing case forecasting for our new allocation specialists within my 118 chain account calls
- ROI budgeting- within the new budgetary constraints I am still running the lowest ROI and keeping it to 1/3rd of the budgetary allotment
- T&E Budgeting- based upon my account base I have some of the lowest T&E expenditures maintaining a high case profitability for the brand to reinvest within the market

Regional Accounts Manager North Atlantic

Aug 2018- Feb 2020

In charge of opening and maintaining Chain account business within all channels of business. I call on Convenience, Drug, Mass, Grocery, Military, Club, and Non-Traditional business. When hired in August Bang had done \$1.1 Million in revenue from the North Atlantic Market in prior year. I assist in gaining DSD Partners from my previous background as well as Managing their KA teams to align with company pricing and promotion structures and guardrails. I oversee any account that falls to more than one DSD Partner to align National pricing models for all retailers to maintain pricing and brand integrity.

- 118 Chain Accounts within the North Atlantic market (ME to NC and out to OH).
- This account list represented nearly 35,000 retail outlets across the country
- It encompassed over 318 Distributors Nationally
- The total overall revenue from my accounts is planned to exceed \$195 Million for VPX in 2019 alone
- Managed opening slotting agreements along with promotional calendar activity, setting up new account paperwork, getting DSD Partners set up with new account Vendor numbers and running Monthly Business Reviews with the DSD KA teams.
- With the authorizations in my territory I was able to take Bang from a 1.8 share in the energy category to an 11 share and from number 7 in the category to number 3, all within 1 year with running minimal promotional activity and keeping company profits high.
- I ran all this with only costing the company an \$0.15 RPC ROI discount to maximize profits for the company.
- My beverage background allowed me to set forth a lot of the everyday reporting and accountability that is being used daily here at VPX. (Authorization Alerts, Promotional Calendars, Promotional Alerts, Monthly and Quarterly Business Reviews, IRI Reporting systems to the team internally and to the DSD Partners)

Rockstar Energy Drink

Director of North Atlantic Sales

Sep 17- Aug 18

Directed the North Atlantic sales team in brand planning, MBR/AOP planning, along with brand execution and analysis. I personally oversaw chain activations and business reviews with my retail partners across the North Atlantic. Was in charge of franchise bottler distribution alignment for chain partnership execution. North Atlantic region was accountable for 1.05MM cases and revenue of 23.6MM in 2017 in which we grew nearly \$800M in revenue

- Lead a team of 22 Direct Reports (3 Regional 17 Area 2 Sampling)
- Got all sampling rep promoted to an Area rep so far
- Managed and called on a Key account list of 97 chains across the North Atlantic
- Partnered/Managed network of 65 distributors across the North Atlantic (ME, NH, VT, MA, CT, RI, NY, NJ, PA, DE)
- Oversaw Joint venture launch of new product line (4 SKU's in new category) along with brand extension products (3)

Neuro

Director of Sales North Atlantic

Mar 17-Sep 17

Within 6 months at Neuro was promoted to Director of North Atlantic Sales. Lead my team in all aspects of brand expansion and daily planning. Put together a Business Unit that was out pacing the company average in Market Sales and promotional execution at 80% execution rates

- Lead 15 direct reports (3 Regional, 11 Area, and 1 Brand Managers)
- Got 2 Areas Sales Managers promoted and was working on another 3 towards the same path
- Implemented a promotional and depletion tracking monthly system for a direct line of sight to aid production with a closer on hand demand (adopted across the company)
- In charge of 40 DSD warehouses, Independent's Canada Dry, Polar, DeCrescente, Spirit & Sanzone, Wright Wisner, National, Northeast Bev, LT Verrastro, Seaview, High Grade, Fischer Thompson. National DPSG distribution as a part of the Allied Brand portfolio
- Aided in product launch for 3 single packages (immediate and future consumption) as well as a 4 flavor 4pk launch (Future consumption) and a 4 flavor 6pk launch (club pack)
- Retained all duties from the previous Regional Account Executive role (below)

Regional Account Executive

Sep 16-Mar 17

Hired to aid in the underdevelopment of Chain partnerships and promotional activity. Within 3 months of hire I retained POG authorizations within 4 regional grocery chains and 2 convenience channel outlets with minimal slotting dollars for new activations. Three months later I was promoted to North Atlantic Director retaining all of the duties below

- Manage 45 regional chains from New England to the Carolinas and West to Ohio Valley.
- Grocery chains: Hannaford, Wegmans, Price Chopper, Shaw's, Stop & Shop, Giant, Shoppers, Acme, Farm Fresh, Big Y, Weis, Food Lion, etc.
- Convenience chains: Sheetz, Cumberland Farms, Global Alliance, Nouria, Colbea, Honey Farms, Energy North, Stewarts, etc.
- Securing new chain authorizations and expanding upon current for incremental points of distribution

- Creating and implementing promotional calendars that will increase sales and limit field sales objections
- Directing Key Account teams for a dozen DSD distributors
- Working in conjunction with Ownership on the launch of multi-pack

Vita Coco/All Market Inc.

Retail Account Executive

Jan 16 – Sep 16

Once being promoted to Regional Sales I was calling on chains for Vita Coco that had not had any direct contact for over 4 years. I was able to grow accounts like Tops, Price Chopper and Hannaford. With these chains I was able to expand shelf space as the category leader to 2.5 times previous space and increase chain revenue upwards of \$290M annually in the case of Price Chopper

- Managing 70+ chains in the Northeast – Grocery/ Shaw's, Whole Foods, Market Basket, Stop & Shop, Hannaford, Price Chopper, Tops, Big Y, Donelans, Daves, Geisslers, and helping with Wegmans Convenience/ Tedeschi, Cumberland Farms, Global Alliance, Nouria, Colbea, Honey Farms plus various small to medium sized regional chains
- Aided the National Drug channel team with CVS, Rite Aid and Walgreens on a local level
- Working with multiple buyers for Beverage, Natural, Frozen, Oil, Specialty, and Dairy departments
- Directing the Key Account Teams for 25 DSD distributors and sub distributors in the Northeast to exceed projected sales quotas and promotional activity
- Managing Alliance Distributors along with independent brokers throughout the Northeast
- Working regionally with UNFI as well as KEHE, C+S and Bozzutos for specialty line extensions
- In charge of setting chain sales goals and yearly promotional activity along with monthly and quarterly chain meetings and presentations
- Monthly reporting of promotional activity to President as well as Directing execution for Northeast sales team of 2 Regional Managers, 4 Area Sales Managers, and 6 Territory Managers

Regional Sales Manager

Jul 13 – Jan 16

Promoted after 4 months to oversee the Western New England distributors. This collection of distributors had a revenue requirement of \$790M annually. In the 2.5 years we met and exceeded our revenue by an average of \$118M.

- Managing Atlas, GHousen, White Mountain, Polar, Farrell
- Overseeing bill-backs, trade-spending, inventory levels, sales goals, marketing partnerships
- Organizing and leading MBR's and ABP's along with sales staff meetings monthly
- Managing monthly Key Account calls at Big Y, Donelans, Dave's, Nouria, Honey Farms, Alliance/Xtramart, Geisslers, Highland Park Markets, and helping locally with CVS, Wegmans and Cumberland Farms
- Compiling data for incentives and monthly reporting
- Organizing sales blitzes and sampling events

Area Sales Manager

Feb 13 – Jul 13

I was hired by the company's first employee at Vita Coco and within 4 months was able to take so much business off her plate that she was promoted to Natural Channel Manager. I created multiple one-off displays that based upon their success in the market the company started to mass produce and put into worldwide production and distribution.

- Won the company's first ever Survivor Island Sales incentive for a \$3,000 prize and beat out 200+ other sales reps
- Built so many displays within a 3-month period I single handedly was responsible for 7 truckloads to 3 distributors worth of distribution
- Company's first ever ASM to be running distributors revenue, inventory, and MBR's

Education:

1997-2002 followed a course of General Studies at Quinsigamond Community College. Transferred to a 4 year Business Management degree path at Salem State College, requiring only 12 credit hours to a Business Management degree.