

ROBERT C. GRIFFITH

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PROFESSIONAL EXPERIENCE

BlueTriton Brands (formerly NESTLE WATERS), Southern, CA

Regional Growth Manager

2021 - present

- Responsible for profitable revenue growth and execution in assigned geographic region.
- Activate growth opportunities thru acquisitions and revenue generating activities.
- Manage B2B acquisitions, 3rd party selling support, Retail, and DSD growth activities.

Zone Sales Development Manager

2016 - 2021

- Lead the sales process and drive execution of sales and marketing programs.
- Develop B2B water sales team through training, learning efforts, and team development activities.
- Attains team-based sales, product distribution and customer service goals.
- Deliver value creation objectives and develop sales strategies that will profitably grow the zone.
- SUCCESS: 2016: Increased volume & revenue +4.5% to PY.
- SUCCESS: 2016: #1 ranked Zone Sales Development Manager – Average Monthly Revenue.
- SUCCESS: 2017: Added \$308,000 in incremental revenue as part of Value Creation initiative.
- SUCCESS: 2017: Received CEO's 'Water Drop' award – Volunteer Coordinator of the Year.
- SUCCESS: 2018: #1 ranked Zone Sales Development Manager – Total Annual Revenue.
- SUCCESS: 2019: #1 ranked Zone Sales Development Manager – Total new Customer Acquisitions.
- SUCCESS: 2020: Increased revenue +9.0% to PY, increased new Customer Acquisitions +20% to PY.

ADVANTAGE SALES & MARKETING, Irvine, CA

Director of Retail Operations

2015 - 2016

- Achieved business objectives by prioritizing, and organizing multiple retail priorities with retail personnel.
- Increased retail effectiveness by communicating and reporting all competitive information, consumer complaints, and Customer and Client concerns in a timely manner to key office personnel.
- Controlled expense/budget by aggressively and proactively managing retail funds and labor expenses.
- Maintained staff by recruiting, selecting, orienting, and training associates.
- SUCCESS: Put in place the National Sales force in less than 6 months from bottom up process providing full coverage to the retail category and delivering revenue and cost objectives.

THE HAIN CELESTIAL GROUP, Southern, CA

Field Sales Manager

2011 – 2015

- Lead the retail sales team that called on the natural channel for the California region.
- Responsible for coaching, teaching and training 14 Sales Representatives and Key Account Managers.
- Collaborated on execution with the Region Business Managers to develop customized promotional programs to fit the needs of regional accounts to maximize distribution and merchandising execution – Whole Foods, Sprouts and Natural Independents.
- Worked with the Region Business Managers to allocate and monitor regional Market Development Funds to achieve sales plans within budget and co-developed monthly retail priorities for the retail team by market and customer.
- SUCCESS: Rolled out the new MAPSS(Merchandising/Assortment/Pricing/Shelving/Service) data base for the California retail team within first month on the job resulting in the closure of 900 voids at store level.

Regional Business Manager

2010 – 2011

- Developed and presented market level business plans and incentive programs to regional brokers, distributors, and retailers. Managed NSSI/Acosta, Advantage and Pri-Mark broker teams.
- Implemented Corporate Sales and Marketing objectives within the region for Hain Celestial Grocery and Health & Body Care categories.
- Managed the South Pacific region to include the California, Southwest and Hawaii markets.
- Performed annual business/performance reviews, managed Market Development Funds and monitored/reported monthly competitive activity.
- SUCCESS: Achieved sales \$ volume targets 6 out of 6 consecutive quarters resulting in 25% dollar sales growth over prior year.

SARA LEE FOOD & BEVERAGE, Southern, CA

Western Region Sales Manager(PDM)

2007 – 2010

- Responsible for orchestrating broker management for selling strategies and tactics of Customer Category Plans through to retail execution. Managed the Crossmark broker team.
- Lead and directed a multi-functional team in the execution of Sara Lee Food & Beverage category/brand strategies at the customer level that delivered Sara Lee Food & Beverage AOP/LRP.
- Managed the following Grocery accounts – Safeway, Fred Meyer, Ralphs, QFC, Albertsons, Amazon.com, Associated Food Stores, Associated Grocers, Bashas, BiMart, Smart & Final, Raleys, Luckys, SaveMart, UWG.
- SUCCESS: Increased category shipments & dollar sales in 2008 over 10% to PY resulting in a +15 share point change.

KRAFT FOODS/NABISCO

Customer Team Leader (Irvine, CA)

2006 – 2007

- Managed a team of Kraft Foods and U.S. Foodservice B2B Sales Representatives and Account Managers for the Southern California region.
- Recruited, selected, developed and trained the selling team and support field sales personnel on all customer related issues.
- SUCCESS: Best in Show Award Winner Q1 & Q2 2007 for innovative product display and sales technique.
- SUCCESS: Increased category shipments & dollar sales over 4% to prior year, achieved highest new item authorization ranking in the West Region.

Retail Sales Manager(Training position - Irvine, CA)

2004 – 2006

- Responsible for Albertson's, Southern California Region working directly for the Lead Retail Sales Manager in a developmental role leading and directing the retail selling team business and human resources.
- Recruited, selected, developed and trained the retail selling team and supported field sales personnel on all customer related issues.
- SUCCESS: Played key role in leading team to 4th Qtr Focus Event Contest victory, grew share by +2%.

Customer Category Manager – Account Manager

1998 – 2006

Account: Albertson's, Southern California Region (Irvine, CA) (02/02 – 04/06)

- Managed Oscar Mayer Meat/Deli, Cheese and Frozen categories.
- SUCCESS: Increased category shipments in 2004 by over 5% to prior year - Quarter 3 Ownership Incentive Award Winner.

Account: Von's, Southern California Region (Irvine, CA) (11/99 – 02/02)

- Managed Oscar Mayer Meat/Deli, Beverage, Enhancers, Cereal, Desserts & Snacks and Milkbone categories.
- SUCCESS: Summer Days Sales Contest Winner – grew dollars and share over 8% for summer time frame.

Account: Albertson's/Lucky's, Southern California Region (Irvine, CA) (02/99 – 11/99)

- Managed Oscar Mayer Meat/Deli category.
- SUCCESS: Received "Exceeds" rating on year end appraisal – increased volume(lbs) by 7% over prior year.

Account: American Stores (Salt Lake City, UT) (03/98 – 02/99)

- Managed Oscar Mayer Meat/Deli category.
- SUCCESS: Sales Leadership Award Winner – exceeded 4 consecutive quarter plan targets by +3%, 2 years in a row.

Vendor Managed Inventory Analyst

1997 – 1998

Account: King Sooper's, Denver (San Leandro, CA)

- Managed customer inventory levels via Continuous Replenishment Program system.
- SUCCESS: Sales Leadership Award Winner – exceeded 4 consecutive quarter plan targets by +3%.

Customer Service Coordinator II

1996 – 1997

Account: Safeway, Denver & Basha's, Arizona (San Leandro, CA)

- Administered entire order management process for retail customers in the Denver & Phoenix regions.
- Researched customer deductions and secured information for resolution of credit issues.
- SUCCESS: 4 time Gold Coin Program Winner – excellence in Customer Service as recognized by Safeway/Basha's.

Customer Service Coordinator I(San Leandro, CA)

1995 – 1996

- Responsible for domestic military order management process in the Southwest, Northwest and U.S..
- Managed customer deduction clearing and prevention process for assigned accounts.
- SUCCESS: Achieved a 60% decline in deduction dollars and 45% fewer deductions for the domestic military team.

EDUCATION

Bachelor of Science Degree in Health Sciences, 1994 California State University, Hayward

SKILLS

Possess strong knowledge of ACNielsen Nitro, IRI, Genesis, SHARP, Spectra, Household Panel, Essbase, Microsoft Office Suite, Excel, Word, PowerPoint, Outlook, Siebel, Synectics, Oracle, MS Teams, Skype

AFFILIATIONS/AWARDS:

Nestle/BlueTriton Brands Network of Executive Women member (2021 – present)
Nestle/BlueTriton Brands Military Business Resource Group (2021 – present)
Nestle Retention and Development Team leader (2020 – present)
Nestle Pride in Diversity Core Team member (2020 – present)
Nestle Premium ReadyRefresh Customer Experience Team (2020)
Nestle Customer Communication Team (2020)
Nestle - #1 ranked ZSDM Nationally in KPI's (2016, 2018, 2019)
Nestle 'Water Drop' Award for Community Service leadership (2017)
Nestle Project W.E.T. lead (2017 - current)
Nestle Organizational Health Champion (2016 – current)
Nestle Culture Evolution Team (2016 – current)
Nestle Black Employee Association (2016 – current)
Hain Celestial Mentorship Program – Mentor (2012-2014)
Sara Lee Young Professionals (2009-2010)
Diversity and Inclusion Committee (2009-2010)
Customer Excellence/Consumer Focus Team Member (2008-2010)
Minority Forum Member (2007-2010)
3rd Quarter SIP Overlay Program Winner (2007)
ServSafe Certified (2007)
Power of Focus Q2 Powdered Beverage Contest Winner (2007)
Supply Chain Efficiency Committee Member (2007)
Workplace Barriers Committee Member (2007)
US Foodservice Best in Show Award Winner Q1 & Q2 (2007)
Baked Goods Drive Field Sales Ideation Committee Member (2007)
Q3 Crystal Light Volume Incentive Contest Winner (2006)
Q3 Enhancers Volume Incentive Contest Winner (2006)
Q2 Crystal Light Volume Incentive Contest Winner (2006)
Promissory Note Sales Incentive Contest Winner (2006)
African American Council Member (2005 -2007)
Los Angeles Region Roundtable Member (2005 - 2007)
Retail Sales Council Member (2005 - 2007)
Quarter 3 Ownership Incentive Award Winner (2005)
One Minute Mentor Program, Mentor (2004)
4th Quarter Focus Event Contest Winner (2004)
100th Anniversary Volume Incentive Contest Winner (2003)
TDP/New Item Performance Contest Winner (2002)
Divisional Achievement Award - Enhancers (2001)
M.O.S.T.(More Selling Time) Taskforce (2001)
Summer Days Sales Contest Winner (2001)
Mentor Program – Mentor (2001)
National Account Team of the Year Member (2000)
Western Area Customer Deal Management System Trainer (2000)
National Black Sales Council Co-Chair (2000)
Diversity Round Table Committee Co-Chair (2000)
Sales Olympiad Contest Winner (2000)
Q3 Super Sales Contest Winner (2000)
Gold Coin Program: 6 time winner (1995 - 1998)
Global Business Management Committee (1998)
Hospitality Committee (1998)
Western Area Gender Communications Trainer (1997 - 2007)
Direct Plant Shipment Process Improvement Team (1998)
Starpont Systems Team (1998)
Goals & Measurements Committee (1995 - 1997)
National Black Sales Council (1995 - 2007)
Sales Leadership Award Winner (1998)
Sales Leadership Award Winner (1999)
Western Area Customer Planner Trainer (1999 – 2007)
Over The Top Program Winner (1999)
Diversity Roundtable Committee (2000 - 2007)
Dairy Deli Bakery Council of Southern California (2000 - 2007)