

James (Jim) Allen Stanford

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620.278.6169 • jimstanford750@gmail.com

Sales Team Leader / Personnel Development / National Accounts / Analytics

Successful sales executive and leader with extensive experience championing and achieving sales growth for an S&P 500 company, World's Private Brand Leader, and World's Largest Cigar Producer. Proven ability to partner with the world's largest retailer and America's largest wholesale club. Experience with selling growth initiatives, internally and externally, to CEO and President level positions. Expertise in large account management and cutting-edge, in-depth analytics. Skills include creativity, problem-solving, and business development. Recognized as a strategic thinker that leads by example with highly effective communication skills.

Team Leadership & Development • Strategic Planning • Business Development • High End Analytics • Sales Growth • Process Improvement • Wholesale & Retail Relations
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PROFESSIONAL EXPERIENCE

Ouachita Farms, Hot Springs, Arkansas 2020 to 2021

Grower, producer, and innovator of CBD related products within the framework of the 2018 Farm Bill.

Vice President of Sales (February 2020 to November 2021)

Introduce the entire line of CBD related products into the wholesale and retail marketplace across the country with our focus being in the DTO retail channel.

- Built and executed a strategic plan to introduce our top items within each CBD sub-category. This was and still is extremely challenging during a pandemic when most people are working from home. The introduction/welcome sample pack included our top items, invite to a zoom call meeting, and educational information about the explosive growth in the CBD category.
- Introduced our company and product lines into the top 50 DTO chains, the top 25 convenience store chains, and the top 50 wholesale distributors.

Good Times USA, Tampa, Florida • 2017 to 2019

United States 5th largest and fastest growing manufacturer of large cigars and other tobacco products and the 4th largest in my zone of the western half of the country.

National Sales Director (June 2017 to October 2019)

Built, lead, and develop a sales team of three that is now a team of nine with four direct reports while leading them and our strategic account base to an increase of over 15% in unit volume during the first two years with an increase of nearly \$6M dollars in net revenue.

- Successfully led the company into the Pacific Northwest by introducing and growing our portfolio into new strategic wholesale accounts such as Harbor Wholesale, Doyles, Core-Mark, Burkes, Rich & Rhine, and several large Native American tribal businesses.
- Instrumental in introducing and developing the GT USA portfolio for our retail partners such as 7-Eleven, Murphy Oil, Plaid Pantry, Jacksons, Town Pump, and personally presenting to these and other retail partners across the country.
- Developed and coached three key members of my team into promoted positions within the sales organization with greater responsibility and management of personnel while successfully leading a team of ten salespeople across the country.
- Developed actionable and successful plans to enter the legal cannabis channel with an assortment of one of a kind, unique items by partnering with leading trade associations and growers.

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Swisher International, Jacksonville, Florida • 2014 to 2016

World's leading large cigar company for over 155 years with sales in over 70 countries.

Senior Manager, National Accounts Business Focus (2014 to 2016)

Instrumental in establishing best in class fact-based selling tools and advanced analytical presentations for our National Accounts Team which represented over 80% of our annual dollars and unit volume.

- Internally and externally sold the importance of analytics, fact-based selling, and category management to our National Accounts along with our Top 30 retail partners to achieve profitable bottom line growth for all.
- Instrumental in developing the first Top to Top meeting presentations for retail partners such as 7-Eleven, Murphy Oil, RaceTrac, Marathon Oil (Speedway) and personally presenting to these and other retail partners across the country.
- Led presentations for Convenience Store Decisions at conferences across the country to educated leading retail partners on the market importance, growth, and profitability of the cigar category.
- Enhanced the automated business review portal with Management Science Associate which resulted in our National Accounts team being able access in-depth account analytically sound business reviews in minutes compared to days.

Daymon Worldwide, Hutchinson, Kansas • 2009 to 2014

World's leading private brand expert with offices in over 26 countries, servicing 90 customers across ten channels of trade with the US grocery channel being my primary focus in the following categories, but not limited to: beverages, dairy, frozen, HBC, nonperishables, paper products, perishable, pet, RTE cereal.

Senior Manager, Business Analysis (2009 to 2014)

Successfully lead the effort to in-source centralized analytical jobs from India back to the United States of America. Instrumental in continual teaching, coaching, and selling of category management practices internally and externally. Tools included category analyses, sku optimizations, and opportunity gap analyses.

- Established analytical and selling platforms for our account management teams across the world which resulted in increased sales growth for Aeon Japan, Ahold USA, Dollar General, Kroger, Meijer, Winn Dixie, and other leading grocery chains.
- Exceeded expectations with increased billings (+57%) from 2009 to 2010.
- As a result of the team's success, I lead the second expansion of the team, doubling its size in just over a year by aggressively recruiting highly coveted talent from the local universities and local airline industry while identifying and developing associates for over 20 promotions in over four years.
- Successfully integrated all analytical functions from India within 15 months, including all shopper card analytics, as well as developing a forecasting platform for our retail and supplier partners.

US Smokeless Tobacco Company, Flower Mound, Texas • 1997 to 2009

World's leading producer and marketer of one of the fastest growing consumer packaged goods categories, moist smokeless tobacco; brands included Copenhagen and Skoal.

National Accounts Manager, Account Development (2007 to 2009)

Focused on building sales and win-win solutions at Sam's Club locations throughout the U.S.A. Investigated, analyzed, and recommended the implementation of the Co-Managed program with Sam's Club. Direct and assist field sales team with all initiatives at Sam's Club, while continually listening to key decision makers for program improvements. Utilize extensive knowledge of Walmart Inc. Retail Link sales data to make fact-based business decisions.

- Surpassed \$100M in net sales with Sam's Club in 2008.
- Achieved higher growth rates at Sam's Club than the national average.
 - 2007, 42.0M cans sold, +3.9% or +1.6M cans over previous year.
 - National average of +2.9%.
 - 2008, 43.6M cans sold, +3.7% or +1.6M cans over previous year.
 - National average of +2.9%.

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- Responsible for implementing ordering efficiencies, improving out of stocks, and reducing lead times by agreeing to take on the responsibility of our products via Co-Managed Inventory with Sam's Club.
 - \$1.2M net sales increase in 2009 because of leading the Co-Manage process.
- Worked with all levels within US Smokeless Tobacco Company and Sam's Club to flawlessly execute all trade programs.
- Partnered with Sam's Club on new and creative marketing initiative utilizing digital picture frames to increase brand visibility and category knowledge.

National Accounts Senior Analyst (2005 to 2007)

Highly proficient with Walmart's Retail Link Sales Database System. Utilized Retail Link daily to analyze sales trends, trade programs, and forecast product performance. Built and presented analysis to senior management at Walmart Inc. Developed, enhanced, and managed \$11.7M promotional budget line.

- Created new internal allocation database to achieve superior store placement of all promotional offerings.
 - Over 2-year period the allocation database delivered >98% sell thru on 12M+ cans, across 9 top selling sku's, across 3,000+ Walmart stores.
- Member of 3-person team that for the first time in over 10 years grew US Smokeless Tobacco unit volume at Walmart stores.
 - 2007, 23.5M cans sold, +5.9% or +1.3M cans over previous year.
- Led efforts with McLane Company and Walmart to ensure that all promotional offerings were shipped on-time, within budget, and executed flawlessly.

Regional Sales Analyst (2003 to 2005)

Utilized multiple sales databases to analyze and provide recommendations to senior field management to exceed quarterly sales targets. Developed and managed multi-million dollar promotional and merchandising programs to grow sales and market share.

- Utilized MSA, Spaceman, and Novaview to analyze sales data to develop fact-based solutions and recommendations for all regional personnel, while always ensuring the integrity of the data.
- Led training of category management for all regional personnel.
- Created and presented business summaries, analysis and recommendations for key chain and wholesale account customers. These accounts included, but are not limited to BP North America, QuikTrip, Casey's General Stores, McLane Company, Amcon, Farner-Bocken, Chamber & Owens, Aliment Couche Tard, Kroger Convenience, and Eby Brown.
 - Created and developed comprehensive business review template for all retail and wholesale customers which was utilized by all regional personnel for business presentations.
- Forecasted, managed, and evaluated a \$1.3M Retail Shelving and Showcase Shelving budget by adhering to the gold standards practice.
- Developed store level recommendations for 5.9M cans (annually) of promotional displays to ensure high sell thru and reduced returns, while managing all wholesale and store level business shifts.

Sales Representative (1998 to 2003)

Developed and implemented sales growth plans for over 300 retail and 4 wholesale customers. Responsible for creating and delivering fact-based category management data for all parties to make factual and profitable decisions. Led and developed a 4-person part-time sales team to exceed given objectives.

- Created efficiencies by being the first to develop excel based tracking files that were implemented division wide.
- Developed and grew 4 direct wholesale customers through category management training presentations.
- Successfully launched 11 new brands to market through creative promotional vehicles.

Sales Trainee (1997 to 1998)

Assisted local sales representative with retail operations and one on one marketing events.

- Performed an array of assigned duties at 10 retail accounts on a bi-weekly basis. Main duties included checking product freshness dates, conducting one on one adult sampling, and placing point of sale materials.

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FORMAL EDUCATION

BA, Management & Leadership, Judson University, Elgin, IL, May 2003

COMPUTER SKILLS

Syndicated / Third Party Analytical Software:

- Nielsen – NITRO, Spectra, Homescan, Spaceman
- Management Science Associates (MSA)
- Euromonitor
- Social Media Insights
- Retail Link – Walmart Inc.
- MRI
- ECRM
- IRI / Marathon Oil (Speedway Foresight)

General Software:

- Microsoft Excel, PowerPoint, Word, MapPoint, Outlook (All Advanced Proficiency), Salesforce