

Jack Pacheco *National Account Manager*

📍 8037 Little Mill, The Colony, TX, 75056, United States ✉ jackpacheco36@gmail.com 📞 5629005325

in <https://www.linkedin.com/in/jack-pacheco36/>

Profile

Business professional with 16+ years of experience in consumer and business sales, CPG account management, broker management, events and tradeshow

- Extensive experience in developing business plans to achieve meaningful KPI's
- Delivering sales presentations to key customers
- Skilled in sales, leadership and customer development
- Can develop, create, execute and all manners of presentations
- Exceptional communication and public speaking skills

Core Skills & Abilities

Public Speaking | Production Management | Travel Planning & Scheduling | Event Management | Social Media Marketing & Networking | Marketing | Sales/Product Demonstrations | Revenue Generation Forecasting | Office Suite | Growth | Forecasting | CPG Sales

Education

2005 – 2009
Los Angeles

Bachelor of Arts
Loyola Marymount University

Professional Experience

01/2021 – present

National Account Manager Convenience and Drug Channel

Sabra Dipping Company

Execute sales strategy and achieve national sales annual operating plan in the C-Store and Drug channel

- Provide external insight and guidance to Marketing team to develop channel specific programs that meet the needs of National Accounts and delivers a value proposition that aligns with Brand strategy
- Serves as the key liaison between cross functional teams to create annual and monthly sales forecasts to ensure critical customer inputs are captured
- Work closely with Sales Planner to budget and account for all trade expenses and customers
- Analyze route to market with Supply Chain to drive efficiencies and provide logistics optimization
- Partner with the Sabra marketing and culinary team to create tailored storytelling that resonates with with key C-store customers across the country

01/2020 – 12/2021

Broker Manager Convenience and Drug Channel

Sabra Dipping Company

- Lead and develop a broker team at Headquarter and Retail to deliver the Sabra Annual Operating Plan (AOP) targets
- Work with brokers to develop, plan and execute promotional offers and trade strategies for customers in their market
- Work with broker to collaborate, problem solve and drive executional excellence
- Deliver key performance metrics for both headquarter and retail
- Drive for a high-level partnership with regional customers
- Create score carding to deliver KPIs, TPM, financial management and all aspects of account management

06/2019 – 12/2020

National Speaker/ Product coach

Marketsmith, by Investor's Business Daily

Coach and convert leads to grow the MarketSmith product. Assist customers, ensure products are functioning properly, and coach when needed to ensure retention is high on all premium products. Travel domestically as a National speaker for Marketsmith.

Duties & Responsibilities:

- Creates and presents MarketSmith / Investor's Business Daily content in for live presentations.
- Creates and presents MarketSmith / Investor's Business live webinars.
- Coaches and converts the MarketSmith leads.
- Investigate data issues and work with research team to verify data.

Handle Leaderboard, Swing Trader, and IBD Coaching Requests when necessary.

- Competencies:
- Collaborates with co-workers to achieve key company objectives and growth initiatives.
- Understanding of other departments roles to ensure fluidity on assigned projects
- Perform all work and activities with honesty and integrity.
- Effectively communicate (and listen) clearly, professionally, politely and persuasively in all situations; respond well and in a reasonable, timely manner.
- Challenge conventional practices and use creativity and information to lead, innovate, problem solve, and implement ideas to contribute to the growth of the organization.
- Take personal responsibility for productivity, quality and timeliness of work.

2017 – 2019

Project Manager

Investor's Business Daily

Manage operations for IBD Events Department. Responsibilities include Traveling for the company, brand growth and customer acquisition through sales, planning, development and execution of events/tradeshows, budgets, expense management and running financial reports . Help with the development of marketing creatives, assist marketing department with web-based promotions and webinars. The development and deployment of daily marketing materials, maintaining IBD events website, email campaigns.

- Travel coordination.
- Developed and delivered engaging product demonstrations and in-depth education at national events across the country. Served as a key speaker for the presentations and webinars with a focus on customer acquisition and marketing.
- Directly contributed to the generation of \$500,000 through effective public speaking engagements and event presentations.
- Work with Salesforce to manage accounts and follow up on leads
- Organized and managed the group's five national "Trader Expo" external events.
- Promoted and expanded IBD-sponsored events and group meetups by maintaining and publishing company information for the meetup webpages.
- Created powerful and customized PowerPoint presentations that were tailored to the unique financial investment group dynamics and the specific needs for products, services, and education.
- Conducted informative and educational event sessions to inform customers on applicable technical advancements and changes to the CANSLIM investment strategy and services.
- Served as the primary point of contact for customer escalations, queries, projects, and events.
- Selected to assume responsibility for all Meetup responsibilities and employees after the departure of previous leadership.

2016 – 2017

Trade Show and Events manager 2

Northrop Grumman Corporation

My duties are to manage Trade Shows and events both locally and nationally

- Meet budget expectations for both small and large Trade Shows and Events (most recently Superbowl 51 and Air Warfare Symposium)
- Sponsor and vendor contract negotiation
- Coordination of event properties from around the country
- Meet all deadline expectations in an acceptable time frame
- Manage internal staff as well as interdepartmental staff
- Coordinate roles, responsibilities and expectations for all members of my team as well as assigned members to my team from directors and other managers
- Regularly work with other departments to coordinate requirements and logistics for all Trade Shows and events to accomplish company goals and objectives
- Work with outside vendors to facilitate construction, logistics and storage of show materials (ex. booths, display pieces, demo stations, models) also for building and maintaining show properties

2013 – 2016

National Sales Representative

Investor's Business Daily

Managed, produced, and published IBD web-based content, electronic media, editorials, and digital newsletters. Conducted quality control reviews of product content for quality and accuracy and compliance to digital specifications and functionality.

- Published author for the Investor's Business Daily newspaper and national speaker for the company.
- Wrote, edited, produced, and provided the voice over for the company's weekly "IBD Stock Analysis" web video.
- Worked with all aspects of digital publishing and quality control to ensure IBD customers, visitors, partners and prospects receive timely, accurate information and an excellent user experience.
- Worked with the Education Department as a resource for events and national financial trade shows.
- Created content for the website that attracts over four million monthly unique visitors.