

JEREMY I. MINSKY

Los Angeles, CA

(818) 298-5839 ✦ Jeremy.Minsky@gmail.com

<https://www.linkedin.com/in/jeremy-minsky-a3b35046>



BUSINESS DEVELOPMENT ✦ KEY ACCOUNT MANAGEMENT ✦ TEAM LEADERSHIP

Client Prospecting ✦ Relationship Building ✦ Competitive Selling

Accomplished, results-oriented, Sales Director and Sr. Business Development Manager with a proven track record of generating revenue through prospecting, customer relationship management, process improvements and selling strategies. Excellent relationship building with category buyers and directors. Strong management skills with the ability to turn individuals into award-winning team members. Motivated professional who drives new business by establishing strong alliances with clients and industry leaders to increase market share. Cross-collaborate with multiple business units to achieve record-breaking growth opportunities. Well organized, demonstrating self-motivation, perseverance, and the aptitude to achieve both personal and corporate goals.

SELECTED HIGHLIGHTS

- More than 20 years of experience in executing a wide range of marketing strategies to establish market presence and increase revenue and profitability.
- Over 10 years of National Account/Business Development Management calling on buyers of major retail chains formulating strong relationships and maximizing whole portfolio sales
- Experienced manager with demonstrated expertise in human relations and change management.
- Strong skills in organizational and strategic planning, management coaching and executive recruitment.
- Proactive planner and leader with expertise in market plan execution and key account management.
- Skilled in competitor/market analysis and program marketing.
- Extensive experience in networking with channel partners, resulting in deeper market penetration and reach.
- Solid understanding of management techniques with the ability to resolve employee relations and performance issues and implement rewards programs and process improvements.

CORE COMPETENCIES

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|--------------------------|----------------------|------------------------------|
| ▪ Key Account Management | ▪ Market Penetration | ▪ Team Leadership/Management |
| ▪ New Business | ▪ Brand Development | ▪ Project Coordination |
| ▪ Forecasting | ▪ Advertising | ▪ Presentations |
| ▪ Market Analysis | ▪ Communications | ▪ Consulting |

PROFESSIONAL EXPERIENCE

Sierra Meat & Seafood ✦ Reno, NV ✦ 2021 - Present

Director of Retail Sales

- Responsible for overall Sales Strategy and Sales Development/Growth through promotional and marketing programs that are individual retailer designed, new product execution, national sales program execution
- Grow business through strategic partnerships across a broker network, distribution partners and direct to retail.
- Establish outstanding customer relationships with Buyers and Department Directors to ensure a unilateral vision and partnership between Sierra Meat and Retailer
- Lead new company focus with new ecommerce sales strategy and execution with partners like Amazon.com, Costco.com, Instacart.com
- **Focus Accounts:** Albertsons; Raley's; Sprouts; Harris Teeter; Gelsons; Bristol Farms; Costco.com; Amazon.com

American Trading International, Inc ✦ Los Angeles, CA ✦ 2020 – 2021

Director of Sales and Marketing

- Responsible for leading sales and marketing strategies to ensure sustained profitable sales growth through regional leadership and guidance to the 5 International sales regions and teams (Middle East, Latin America, Asia, LEVANT and Gulf Regions).
- Oversee and guide the development of a Marketing Department into a key resource to increase sales through

product marketing and the development and execution of strategic marketing campaigns.

- Assist in developing and implementing a strategic customer service and operations approach with particular focus on business process improvement, cost effectiveness, and customer satisfaction.
- Create a strong partnership with Supply Chain and Finance to ensure the sale team has visibility throughout the sales process
- Maintain a strong command of the product portfolio with a strong understanding of domestic trends and their sustainability for overseas markets.
- Coach and mentor Regional Directors, Sr. Account Managers, Account Managers, Associate Account Managers and Trade Coordinators to actively manage and grow existing key accounts.

Boars Head Brand ✦ Los Angeles, CA ✦ 2017 – 2020

Sr. Manager Business Development – Western Division

- Responsible for overall Sales Strategy and Sales Growth through promotional and marketing programs that are individual retailer designed, new product execution, new recipe and application presentations, national sales program execution
- Establish outstanding customer relationships with Buyers and Department Directors to ensure a unilateral vision and partnership between Boar's Head and Retailer.
- Create strong relationships with Distribution Network to maximize Brand execution within assigned retailers.
- Overall responsibility for execution of the company's strategic sales plan in the Western US regions including California, Phoenix, Nevada, Utah, Idaho, Montana, Wyoming, Washington, Oregon and Arizona
- **Focus Accounts:** Albertsons/Safeway Nationally, Harmons, Bashas, Mollie Stones, Gelsons

Tzalis Food/Broadline Sales & Distribution ✦ Los Angeles, CA ✦ 2014 – 2017

Director of Sales – West Coast

- Responsible for overall Sales Leadership, Sales Strategy and Sales Growth to support Tzalis Food and Broadline Sales Beverage and Food portfolio of High-End and Value Food and Beverage lines.
- Establish outstanding customer relationships at key customers that produce faster speed to market opportunities and improve the quality of support we receive in our programing and planning
- Overall responsibility for execution of the company's strategic sales plan in the Western US regions including California, Nevada and Arizona
- Territory includes over 2500+ locations visited on a 3 week visit frequency split between 8 Territory Sales Managers.
- Lead a team of 2 Direct reports, 8 Territory Sales Managers and 2 merchandisers through coaching, training and motivation to maximize results.
- Work with a diverse network of multiple beverage and food brands to develop a competitive and profitable portfolio of brands for strong field sales execution.
- Manage inventory and ordering of all new brands and packages.
- Management of budget objectives and alignment of the business and category strategies
- **Channels:** Food, Drug, Mass, Gas and Convenience, Independents
- **Brands:** Califia Farms, the BU Kombucha, Vita Coco, Empire deli meats and Poultry, AgriStar Deli meats and Beef
- **Focus Accounts:** Pavilions, Ralphs, Vons, Albertsons, Smart and Final, United Pacific, MacLand, Hassan & Sons

Vons/Pavilions Supermarket ✦ Pasadena, CA ✦ 2011 – 2014

Store Manager/Regional Operations Trainer

- Utilized extensive managerial skills to effectively operate a full-service grocery store.
- Monitored store operations with recommendations to improve productivity flow to ensure efficient and prompt service to customers.
- Provided inventory and cash office procedures to increase operational efficiency.
- Managed, trained and coached a team of more than 200 employees to run a successful shop.
- Oversaw payroll, receiving, scheduling, product ordering and merchandising, and ensured successful audits for service, in-stock conditions, COOL compliance, shrink, schematic and merchandising, etc.
- Facilitated training programs for high-performing assistant managers to increase their skill levels and enable them to

become successful managers for the company.

- Directed recruiting, hiring, training and development, performance management, payroll and workplace scheduling to ensure efficient employee operations.
- Supervised store business operations, including managing profit and loss, facility management, safety and security, loss prevention and banking.

Towelmate, Inc. ✦ Northridge, CA/San Diego, CA ✦ 2009 – 2012

National Sales Director

- Effectively oversaw business direction, development of new client business, existing client growth and implementation.
- Secured and Managed Key National Accounts including Bed Bath and Beyond, Sports Chalet, BodyBuilding.com, and Golfsmith. Work directly with category buyers owning the end-to-end category strategy, execution and integration.
 - Starting from the beginning I built the business to generate \$100,000 per month in combined sales
- Employed exceptional sales skills to develop merchandising and marketing programs to increase company revenues.
- Created and defined new business strategies and initiatives within the organization to expand customer base.
- Directed business development organizational strategies, contributing information, analysis and recommendations to enhance functional strategic thinking and direction.

Fresh & Easy Neighborhood Market ✦ Northridge, CA ✦ 2006 – 2010

Retail Operations/Manager

- Skillfully directed support for new stores in coordination, implementation, execution, training and development of retail and cross-functional activities for new stores for a ground up company.
- Led and managed new store openings throughout a region to expand market reach.
- Directed and trained more than 300 employees in operations and culture of a brand new supermarket.
- Tracked and controlled budgeted costs to ensure compliance with company's strategic direction.
- Played a key role in development of company's marketing and merchandising disciplines within retail stores.
- Assisted in the roll-out of the company's retail payroll system to enhance payroll efficiency.
- Collaborated in the development of a market brand from the ground up to increase brand awareness.
- Recruited and developed next generation leaders to ensure future managerial needs were exceeded.
- Calculated quantitative analysis of market trends and future earnings potential with strict attention to detail.
- Trained employees on new or updated technology, decreasing the number and cost of turnover through knowledge transfer, and providing enhanced customer service, improving quality and quantity of productivity, and obtaining management involvement in training process.

Merrill Lynch ✦ Encino, CA ✦ 2005 – 2006

Financial Advisor

- Provided retirement planning and portfolio management for current clients to ensure their financial goals were met.
- Analyzed prospective clients' portfolios to formulate financial plans that effectively fit their needs.
- Prospected clients for new accounts and assisted with financial transactions between clients to increase client satisfaction and gain referrals.

EDUCATION

California State University Northridge, Northridge, CA: 2006

Bachelor of Science – Business Administration, Economics-Finance (GPA: 3.5)

- **Relevant Coursework:** People management, organizational leadership
- **Awards/Honors:** First Place – “Creating a Business” report
- **Clubs/Activities:** Sigma Pi

ADDITIONAL CREDENTIALS

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| TECHNICAL SKILLS | Microsoft Office (Word, Excel, PowerPoint, Outlook, Access, Publisher) Google Docs / Google Drive / Google Calendar / Google Plus / Salesforce |
| HONORS AND AWARDS | <ul style="list-style-type: none">▪ Top Sales Associate – Tzalis Foods▪ Highest Customer Satisfaction Ratings – Vons Supermarket▪ Top Labor Control – Vons Supermarket▪ Little League Basketball Championship Coach – Northridge Park |
| PROFESSIONAL DEVELOPMENT | <ul style="list-style-type: none">▪ Store Management Assessment – Interviewer▪ Labor/Shrink Controls Training▪ Store Management Training Program - Facilitator |
| ORGANIZATIONS | <ul style="list-style-type: none">▪ Retail Industry Professionals Network – Member |
| VOLUNTEERING EXPERIENCE | Temple Ahavat Shalom – Board of Trustees / volunteer baseball and soccer coach / Volunteer - UCP |
| INTERESTS | Basketball, gourmet cooking, travel, experiencing new cultures, family time, amusement parks, water sports, winter sports |

Detailed Professional References Available upon Request

