

Ahold Delhaize – Stop & Shop Inc. Mt. Kisco, NY

January 2021 – Present

Non-Perishable Manager – Oversight of all sales, operations and revenue for 80,000 square foot facility

- Responsible for \$50 million in annual revenue and management of 120 store associates
- Direct the organization and control of store products including maintaining proper inventory levels and sales in organic, canned goods, and other non-perishable specialty food categories
- Responsible for forecasting, budgeting and trade spend
- Manage all non-perishable activities including sales strategies and team members, and oversight of training/evaluating work
- Delegate work assignments to efficiently utilize team member abilities while maximizing profits
- Adhere to corporate policies and procedures and uphold city and state regulatory compliance standards

Sunset International Foods, Inc. Brooklyn, NY

2010-2017

General Manager – Responsible for oversight of all business operations for a Caribbean foods importer and distributor

- Import, distribute and market emerging and reputable brands exclusively owned and represented by Sunset including Chief brand products, Phoebe/St. Marc Haiti, Diana Candy, etc. in the North East territory
- Created a proprietary brand; Caribbean Paradise, to supplement products not offered by the brands exclusively represented
- Maintain adequate inventory for all products and manage warehouse staff
- Ensure timely deliveries to over 500 stores across the North East territory and experience with both distributor-based and direct to customer business
- Built strong relationships and gained shelf space with major retailers within ethnic communities in the North East territory
- Development, design and implementation of marketing strategy for proprietary brand
- Improved ROI and monitored progress as well as comparison to competitors
- Creation and implementation of brand strategy and process for brands represented by Sunset International Foods, Inc.
- Doubled business sales within first three years in the role and responsible for overall profit & loss
- Sustained business operations and financial stability during Hurricane Sandy, amidst the loss of all equipment and inventory

555 Asian Supermarket, Jersey City, NJ

2005 – 2010

General Manager – Responsible for overall function of Asian specialty supermarket, which included a 20-seat food court.

- Head buyer for Filipino, Japanese, Vietnamese and Northern Chinese grocery and produce
- Built sales within first year of business to \$400,000 monthly
- Oversaw planning and logistics of startup supermarket in a 12,000 square foot facility including negotiating and purchasing all store equipment
- Responsible for all financial operations, book keeping, payroll, purchasing, etc.
- Created brand strategy and sold product line to area restaurants and small businesses to promote commercial business
- Hired and trained a 50 member staff to provide high quality of customer service
- Executed and managed a successful food court specializing in prepared Chinese cuisine

J&W International Foods, Brooklyn, NY

1997 – 2005

Vice President / General Manager – Responsible for expanding sales and distribution to grow specialty Caribbean foods distribution business

- Expanded distribution network covering the Tri-State area and North East regions
- Increased sales from \$2.5 million to \$10 million
- Created marketing strategies for manufacturers of brands exclusively represented by J&W including radio, print and billboard advertisements

- Designed and developed all marketing materials for displays, merchandising and point of sale; including in-store taste testing, sampling and giveaways to introduce and promote new products.
- Hired and trained sales force and created incentive plans for both sales representatives and retailers.
- Analyzed business metrics and projected sales to maintain adequate inventory levels while considering all aspects of importing goods including liaising with US Customs, Customs brokers and logistics companies.
- Designed labels and packaging for new products
- Negotiated exclusive distribution rights for major Caribbean-based brands including Chubby soda, Yeo Soy Milk, Crix crackers, Shirley biscuits, Grace Foods, etc.
- Negotiated lease contracts for additional warehouse space and equipment

EDUCATION

St. John's University, Queens, NY
Marketing Major, 1995