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PROFESSIONAL PROFILE

Superior executive-level communications skills and expertise in strategically aligning B2B objectives, selling, negotiating and developing new business. More than 20 years' experience in sales and sales management,profitability management,customer relationship,budgeting,P&L, forecasting, creative problem solving,combined with strong analytical skills and a business acumen that has made significant, positive contributions to organizations' bottom line. Accomplished career track for delivering and sustaining revenue and profit gains within highly competitive U.S., Africa, Asia, Europe, and Latin, markets. Exceptional communicator with a consultative sales style, strong negotiation skills, process improvement,exceptional problem-solving abilities, and a keen client needs assessment aptitude. Highly accomplished Senior Executive with a proven track record of success in global retail, foodservice sales, industrial, business development,go to market execution,cross functional team leadership,creative problem solving, change management, long term strategic planning, new product development, and consumer product goods marketing. Extensive experience in the consumer products industry-leading sales and marketing teams through multiple sales channels, both domestically and internationally. A strong intercultural communicator who is well-versed in cross-cultural business practices, adept at collaborating with business partners in Europe,Middle East Africa, Asia, North and Latin America. .Excel Word, Outlook, PowerPoint,CRM,and internet Savvy

SUMMARY OF ACCOMPLISHMENT

- Responsible for the promotion and strategies to establish and grow brand presence in the market
- Manage sourcing, and sales of FMCG (Pork, Beef, Lamb,Poultry and Seafood) and Agro Commodities
- Negotiate all business contracts with importers, food service,packers, processors, retailers, importers, traders, government stakeholders
- Broker/Vendor Relations
- Inventory Distribution Control
- Budget Management
- Sales presentation\Closing
- Account Development/Acquisition
- Strategic and Tactical planning
- Manage all aspects of supply chain from inception of customer order and internal demand through final product distribution,with overall responsibility of procurement,logistics,inventory management, operations and production control
- Place emphasis on strategy-driven performance, competitiveness, long-term organizational sustainability, attains customer and employees engagement, leadership, refine governance and ethics
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- Achieve a 97% on time delivery rate while also reducing inventory levels by \$2million in a period of 8 months
- Improvement of overall organizational effectiveness and capabilities
- Target Marketing and Penetration
- Competitive Sales analysis
- Sales and Customer Relationship Development
- Direct all sales and marketing activities, including lead generation, trade shows, account development/management and executed a strategic business plan focused on new business development to shift share.
- Calculate realistic and profitable sales goals,working to increase productivity
- Build and maintain customer base globally for Poultry, Pork,Lamb,Beef and Agro commodities
- Play a key role in training sales managers on product lines and company policies regarding reporting procedures and territory time management
- Successfully facilitated smooth transition within sales territories by traveling to key dealers and creating connections for incoming managers
- Achieved 50% annual repeat business through employing consultative sales techniques
- Traveled extensively globally, and called on accounts including many major international manufacturers, retailers, packers, distributors, and brands
- Grow territory by 35% annually
- Reimagined business development strategy to include a 20% increase in sales force, resulting in \$50M in increased profits

EDUCATION

Master of Business Administration Northwest Nazarene University Nampa, ID USA

BS. Business Management Lewis Clark State College Lewiston, ID USA

PROFESSIONAL EXPERIENCE

Idaho Foods LLC Idaho June 2018- Present

VP Global Sales & Business Development

- Manage sourcing, and sales of Pork, Beef, Lamb, Poultry, and Seafood
- Sales and Marketing Team Leadership (Retail, Foodservice, Brokers, International)
- Lead annual business planning for the portfolio of distributors and brokers, delivering against company's strategic priorities while delivering mutual benefit to foodservice, brokers and distributors
- Assess and ensure consistency of quality in all sales interaction
- Responsible for over \$150M annual invoice sales
- Create synergies between cross-functional teams that assist in the identification, creation and implementation of programs to capitalize on marketplace opportunities
- Ensure alignment and definition of all roles with clear expectations & KPIs for team members.
- Sourced and qualified over 5000 suppliers and consistent met global sales level and inventory target generating over \$150 million in sales
- Coordinate orders and supplies to ensure a steady flow of poultry, pork, lamb and beef products
- Inspire the Sales team to work collaboratively toward a shared vision, while providing ongoing mentoring, coaching, and development opportunities. Experience in leading, building and developing sales teams.
- Utilize technology and syndicated data to create in-depth business analysis, increase sales, reduce costs and drive fact-based selling solutions
- Develop sales strategies utilizing marketing and technology to increase sales in each region
- New business development in multiple channels. Work with key distributors to place new product lines into selected end users account
- Delivery of increasing value to customers and stakeholders, contributing to organizational sustainability
- Manage all aspects of supply chain from inception of customer order and internal demand through final product distribution, with overall responsibility of procurement, logistics, inventory management, operations and production control.
- Review purchasing decisions, orders and vendor contracts to ensure requests are met in a timely manner. Address and resolve all order discrepancies immediately to ensure and maintain the organization's reputation
- Improve customer service performance from 70% to 92% in the first year and from there on
- Calculate realistic and profitable sales goal, working to increase productivity
- Creating, executing, maximizing, and managing all Retail, QSR, distributors, brokers, and foodservice focused strategies
- Direct and manage/supervise 62 Sales Director/Managers, Sales Reps, and Business Development Reps within regions
- Work with R&D, and also oversee a net sales volume of \$150M
- Cross-cultural sensitivity and experience to handle the relationship with the varied customer base, vendors and overseas colleagues (focus: North America, Africa, Asia, Middle East, Europe, and South America)
- Establish a global network in the that allows me to develop strategies for distributing food, products, avoiding competition between my customers and distributors in the market
- Identify prospects for the company, including but not limited to Retailers, Brokers, Food services, and other channel partners.
- Identify and implement sales strategies and channels for driving sales growth, based on field feedback, competitor analysis
- Develop and implement effective business strategies with customers to grow business on a profitable basis with current key accounts and develop new business with prospective targeted accounts
- Play a key role in the development of trade strategy and support for both existing and new item launches by product line, channels, and customers
- Work with CEO, COO, and CFO and the leadership team to set clear expectations for the business plan and deliver on goals for revenue, P&L, and cash flow
- Establish key metrics and KPIs for sales team and leverage analytics to extract insight into business and drive decision
- Manage the assessment of needs and strategy development to execute the appropriate sales operations to achieve immediate and long-term business goals

Godshall's Quality Meat INC Pennsylvania July 2017 - June 2018

International Sales Manager

- Directed a staff of 76+ and over \$200 million + in revenue.
 - Responsible for global sales and growth strategies including new business development, account retention, revenue management, pricing, marketing, supporting sales teams, negotiating with distributors, brokers, Foodservice, and retailers
 - Contacted, selected and retained business partners based on their integrity, existing retail customers and networks, financial viability, deal requirements, vision, and the attention and capability they devote to placing our offerings within their customer base. Manage all aspects of the sales cycle (lead generation, proposals, presentations, negotiating, closing)
- Additional Responsibilities and Accomplishments upon request***

Mercator Group North Carolina June 2016-June 2017
Sales Executive Manager/ International Trade Manager

- Responsible for the planning and execution of sales strategies that maximize sales volume and margin growth for targeted customers .Directed the sales, marketing, of poultry, beef, goat, lamb and pork meat products to a built and maintained customer base across Africa, Asia, and the Middle East

- Independently developed Asia and African markets, that resulted in new accounts acquisition. Also, supported marketing activities, such as trade shows and conferences to help the company increase Asia and Africa market share

Additional Responsibilities and Accomplishments available upon request

SIAM TRADING LLC/ Grace International Connections, California/Idaho July 2008- 2016
Head of Sales and Marketing

- Responsible for the sales and purchases of, poultry, Pork, and Beef, and other agro commodities
- Directed channel development activity and coordinates sales distribution by establishing sales territories, quotas, and goals
- Planned and executed initiatives to penetrate new business, market, and increased the sales volume of products.

- Develop and grow relationships across buyers and retailers
- Work with brokers, distributors, and business partners to support the business.

- Generated over \$155M sales revenue in the year in 2009

Additional Responsibilities and Accomplishments available upon request

Radiant Pharmaceutical USA 2005-2008
Director of International Sales & Business Development

- Oversaw 60+ representatives internationally with full accountability of all sales initiatives
- Provided distributors a wide range of injectables, including vials, ampoules, pre-filled syringes, lyophilized vials, dry powders, infusions, and ophthalmic solutions. Grew sales from \$3m - \$78M in 3yrs

- Prospected, built pipeline, moving opportunities through the sales cycle; by proposing, presenting and discussing solutions with C-level and other decision-makers

Additional Responsibilities and Accomplishments available upon request