

# LISA CLONAN

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## REGIONAL SALES & MARKETING DIRECTOR

Driven sales and marketing executive with passion for building high-performance teams, securing and maximizing customer relationships, and growing brand presence for CPG products. Expertise in trade management, retail contracts, social media and digital marketing, sponsorship activations, and opportunity identification. Demonstrated history of motivating personnel and creating collaborative cultures that support cross-functional innovation, strategic planning, and insights.

### AREAS OF EXPERTISE

Business Development | Relationship Building | Trade Planning | Broker Management | Team Motivation & Coaching  
Contract Negotiations | Customer Relations | Sponsorship Agreements & Plans | Data-Driven Decision-Making | Branding  
Cross-Functional Leadership | Goal Setting | Staff Training & Development | Stakeholder Communications | KPI Tracking  
Market Research & Analysis | IRI/Nielsen Insights | Shopper Marketing | Social Media Outreach & Engagement

**Technology:** SAP, Salesforce, Demand Tec, ICIX, Target POL, Oracle, MS Office Suite, Teams, Instacart Marketing

### PROFESSIONAL EXPERIENCE

#### PREMIO FOODS, INC.

2015–Present

##### Eastern Retail Sales & Business Development Manager

Direct sales strategy and relationship management for nearly 35% of company portfolio, which includes all branded retail business, sports/sponsorship marketing, social media, and CSM programs. Maintain relationships with key stakeholders, such as retailers that include Albertsons, Lidl USA, Wakefern, Ahold/Delhaize, and Southeastern Grocers. Monitor broker team (including Advantage and Acosta), cultivating a culture of motivation, collaboration, and innovation. Negotiate and administer contracts. Ensure program adherence to budgetary guidelines. Evaluate market trends, using data to build forecasts and recommendations. Oversee trade spending and P&L for customers. Build trust with customers in front-facing customer role to drive retention and satisfaction.

- Managed \$65M in sales with 24% volume increase across portfolio while also delivering 5% reduction in expenses.
- Grew branded dollar share by 2 points in core markets for mature category across Mid-Atlantic/Northeast.
- Delivered \$7.5M in new retail sales by expanding branded distribution into 3 private-label only accounts.
- Managed sports marketing programs with major and minor league teams/stadiums, including NY Yankees, NY Mets, NY Giants, New Jersey Devils, Baltimore Ravens, NY Jets, Philly Union, and more.
- Defined sales, trade, and shopper marketing plans for retail segment, including coaching and directing sales and broker teams to ensure all KPIs were met.
- Leveraged cross-functional team model (with representatives from Sales, Logistics, Customer Service, Operations, and more) to improve communications, drive profitability, and increase efficiency across the supply chain.
- Introduced cause-based marketing campaigns within social media campaigns to drive engagement.
- Returned to organization after previous employment through 2005.

#### NY SUGAR TRADE

2014–2015

##### Business Manager

Managed business operations for third-party food testing lab, ensuring all procedures were in compliance with regulations, safety standards, and best practices. Oversaw diverse team, including coaching and mentoring staff. Generated reports for leadership, as well as identified potential growth areas. Built and maintained relationships with customers.

- Monitored contractual agreements to ensure adherence to service standards, maximizing the customer relationship across accounts.

## GH EDUCATIONAL CENTER

2006–2013

### Director of Sales & Education

Led curriculum development and instructional design to ensure adherence to accreditation standards. Recruited, hired, and developed staff. Established educational guidelines, including classroom management best practices. Planned and facilitated staff training initiatives.

- Grew enrollment through strategic sales and marketing campaigns customized to diverse and targeted audiences.

## A RETURN TO WELLNESS

2006–2013

### Director of Operations

Oversaw daily operations for holistic health and wellness center, including managing marketing campaigns, promotions, sales strategy, and budgeting. Nurtured relationships with corporate accounts for onsite programs and seminars. Coordinated services for individuals, such as one-on-one coaching.

- Planned and managed community outreach events to grow brand awareness and secure new business.

## PREMIO FOODS

2000–2005

### Account Manager (2003–2005); Sales Analyst (2000–2002)

Maintained relationships with customers and drove sales strategy based on data insights. Evaluated various data sources and presented findings to leadership. Generated monthly reports to demonstrate success or challenges related to KPIs.

- Managed key account with Walmart/Sam's Club, overseeing marketing, trade programs, replenishment, and POG resets to ensure customer satisfaction.
- Named Category Captain while serving as Account Manager, making recommendations on SKU mix.

***Note:** Additional experience as **Merchandising/Category Analyst** at Pathmark Stores.*

## EDUCATION

**Master of Arts in Transpersonal Psychology**, Atlantic University

**Bachelor of Science in Marketing**, Fairleigh Dickinson University