

LISA CLONAN

ROBBINSVILLE, NJ · 6099335767

lisacavclonan@gmail.com [linkedin.com/in/lisaclonan/](https://www.linkedin.com/in/lisaclonan/)

SUMMARY – SALES & MARKETING PROFESSIONAL

Accomplished professional with proven results in sales, trade management, and digital marketing in highly competitive consumer package goods segments throughout large retail customers. Experience in developing new business while outpacing sales goals and KPIs in existing retail accounts and new business expansion, Ability to identify opportunities, problem solve and collaborate as an integral part of a cross-functional leadership team in to increase revenue, profit, and brand awareness.

- Customer/Relationship Development
- Trade Marketing
- Broker Management
- IRI/Nielsen Insights
- Strategic Planning
- Shopper Marketing
- Team Building/Leadership
- Social Media

EXPERIENCE

2015-PRESENT

MANAGER, BUSINESS DEVELOPMENT, PREMIO FOODS, INC

SALES AND MARKETING MANAGEMENT OF ALL BRANDED RETAIL BUSINESS, CSM PROGRAMS, SPORTS/SPONSORSHIP MARKETING, AND SOCIAL MEDIA

Managing branded business across key retailers including Ahold/Delhaize, Wakefern, Albertsons, Lidl USA, and Southeastern Grocers. Leading and motivating broker teams, driving high performance with over-delivery of KPI targets including volume and share while staying within budgetary guidelines. Negotiating sponsorship contracts, executing social media and influencer strategy, approving CSM programs adhering to budget

- Develop/implement sales, trade, and shopper marketing plan for retail segment
- Maintain retail and broker relationships, direct sales/broker team on KPIs
- Develop cross functional teams to leverage analytics, operations, marketing, innovation, logistics, and customer service to improve communication, profitability and increase supply chain efficiency
- Monitor market conditions and recommend strategy based on market forecast
- Manage sports marketing program (Yankees, Mets, Giants, Jets, Devils, Ravens, Philly Union, Red Bulls, and minor league stadium)
- Oversee and approval all aspects of social medial marketing and cause based marketing

2014-2015

BUSINESS MANAGER, NY SUGAR TRADE

Managed business operations in a third-party food testing lab. Ensured alignment with proper procedure from initial inquiry through final testing. Responsible for staff management, monthly reporting, customer relationships, contract compliance, and problem solving.

2006-2013

DIRECTOR OF SALES AND EDUCATION, GH EDUCATIONAL CENTER

Managed and grew enrollment initiatives, developed cutting edge curriculum to meet accreditation standards, team building, hired staff, set classroom management guidelines and staff training programs.

2006-2013

DIRECTOR OF OPERATIONS, A RETURN TO WELLNESS

Developed, managed, promoted and executed all aspects of a holistic wellness center including corporate on-site programs, seminars, community events and individual coaching.

2003-2005

ACCOUNT MANAGER, PREMIO FOODS

Managed all operations of Walmart/Sam's account including replenishment, marketing, trade programs, POG resets. As category captain made recommendations on SKU mix by location and case footage.

2000-2002

SALES ANALYST PREMIO FOODS

Evaluated data and identified actionable insights using internal and syndicated data. Presented analytics to senior management, customers. Led the development of monthly reporting initiatives and KPI.

1998-1999

MERCHANDISING /CATEGORY ANALYST, PATHMARK STORES

EDUCATION

B.S MARKETING, FAIRLEIGH DICKINSON UNIVERSITY

M.A. TRANSPERSONAL PSYCHOLOGY ATLANTIC UNIVERSITY

TECHNICAL SKILLS

- MS Office (Excel, PowerPoint, Word, Teams),
- Multiple Retailer Platforms (Demand Tec, ICIX, Salesforce, POL)
- SAP
- Instacart/Digital marketing platforms