

## **Matthew Foley**

Richmond, Virginia

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Highly organized and results driven Key Account Manager with 8 years of experience in business to business and consumer packaged goods sales. Top performer providing a high level of customer service and objective, fact-based selling to determine the best solutions for customers while also achieving company sales goals. Experience maintaining and developing relationships on multiple levels and working across departments on custom product development and implementation.

### **EDUCATION**

#### **B.A. Communication, Public Relations, July 2013**

Virginia Polytechnic Institute and State University – Blacksburg, VA

### **EXPERIENCE**

#### **Anheuser-Busch Craft Division, Devils Backbone – Key Account Manager – Mid Atlantic**

July 2018 – Present

- Manage 25% of total off premise chain volume and have grown sales in core customer accounts by 198% over a 4-year period.
- Delivered over 2 million dollars in incremental customer sales by collaborating directly with internal sales, marketing, and operations departments on the development, execution, and tracking of custom retailer products.
- Have successfully grown my top customer from the 6<sup>th</sup> largest off-premise chain in the company to the 2<sup>nd</sup> largest.
- Lead Key Accounts team in customer growth year over year and have won 4<sup>th</sup> quarter sales incentives based on percentage growth by volume in customer accounts every year.
- Manage and develop customer, wholesaler, and parent-company relationships to achieve sales objectives.
- Create and deliver presentations to customers with category-based solutions resulting in increased distribution and sales performance on new and existing products.
- Analyze IRI chain scan data and internal sales data to provide customers with objective recommendations based on market trends, competitor performance, and product performance.
- Work directly with wholesalers to ensure store-by-store shelf set integrity by tracking distribution against customer planograms.
- Monitor and communicate program distribution and performance actuals versus goals weekly.

#### **Anheuser-Busch Craft Division, Devils Backbone – Sales Representative – Eastern Virginia**

March 2016 – June 2018

- Managed seven wholesaler territories and consistently led the field sales team in product placements and account visits monthly.
- Collaborated with wholesaler Inventory Managers on product forecasting to ensure appropriate inventory levels and avoid product shortages.
- Built new and existing account relationships by learning about their business, discussing goals and needs, and providing product recommendations.
- Created and delivered monthly sales presentations to the company Sales Director and COO on wholesaler and territory performance.
- Executed at least 4 brand activations a month to drive sales and build brand awareness.
- Worked directly with wholesaler Sales Representatives to achieve sales targets.

#### **Wolseley Industrial Group – Outside Sales Representative – Jacksonville, FL**

June 2015 – February 2016

- Responsible for managing and growing industrial accounts in Northeast Florida.
- Engaged customers to identify problems and presented solutions that provided better performance and cost savings.
- Negotiated pricing and contract agreements with customers and vendors.
- Leveraged manufacturer's product knowledge and expertise by making joint sales calls with their sales representatives.
- Directly involved with logistics management beginning with the purchase of materials and ending with delivery to the customer.

- Collaborated and planned with sales team to pinpoint products beneficial to customers for specific applications.
- Delivered presentations on predetermined products and services to Operations Planners, Engineers and Project Managers.
- Developed close business relationships with the individuals involved in the evaluation, planning, and purchasing of materials.

**Wolseley Industrial Group – Inside Sales Representative – Richmond, VA & Charleston, SC**

April 2014 – May 2015

- Supported outside salesman by being the main point of contact in the office for customers.
- Worked directly with customers and vendors to answer questions, provide quotes, and purchase materials daily.
- Utilized detailed documentation of material sources and contacts to suggest products to increase productivity and efficiency.
- Managed the entire sales and acquisition process from obtaining competitive pricing to ensuring the delivery of material.
- Assisted in the development of contract agreements with customers.

**Insight Global – Technical Recruiter – Vienna, VA**

August 2013 – January 2014

- Provided Account Managers with qualified candidates based on customer requirements.
- Conducted preliminary in-person interviews with qualified candidates and contacted references to validate prior experience and make sure they were professional, punctual, and reliable.
- Attended weekly meetings with Account Managers and their customers to build and maintain relationships.
- Maintained a consistently high call volume of 50+ calls a day.
- Provided a high level of customer service.

**SKILLS**

IRI Unify Sales Data Analytics Software  
Vermont Information Processing (VIP) Sales Software  
Power BI  
Microsoft Outlook, Word, Excel, and PowerPoint

**ACTIVITIES**

Special Olympics Volunteer, 2011-2012  
Theta Xi Fraternity Recruitment Chair, 2011-2012  
Newell District Leadership Academy, 2011