

Meg Vincent Jones

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Sales and Marketing Professional

Action oriented professional with a successful record of accomplishments in sales, account management, contract negotiations, and trade show implementation. Proactive thinker with an ability to engage all levels of an organization. Experience providing creative thinking with the versatility to take on challenges to provide outstanding business results.

CORE STRENGTHS

- Generating, progressing, and closing deals
- Targeting profitable customers
- Consultative sales skills
- Independently working while involving cross functional team collaboration
- Ability to balance multiple priorities and meet deadlines
- Developing and managing a complex pipeline utilizing Salesforce® CRM
- Effective presentation & product training skills

PROFESSIONAL EXPERIENCE

Nestlé USA – Nestlé Coffee Partners | Solutions Lab

NCP Solutions Lab is a strategic foodservice division of Nestlé Coffee Partners that develops curated beverage experiences for customers through its robust portfolio of brands including Starbucks Coffee, Chameleon Cold Brew, Seattle's Best Coffee, and Teavana. NCP–SL markets across a breadth of segments including hospitality, college & university, casinos, healthcare, military, and business & industry.

Business Development Manager (April 2019 – Current) • Southern California Region

- Responsible for average territory revenue of \$7 million / 400 accounts
- Managed full sales cycle including creating and presenting tailored proposals to C-level executives, general managers, owners, and facility managers
- Negotiating pro-forma driven multi-year contracts in collaboration working cross functionally with Legal and Finance
- Optimize pipeline management utilizing Salesforce® CRM to grow business and build untapped segments
- Generate, progress and close cross-functional projects in territory pipeline by targeting new clients utilizing cold calls and web-based leads
- Conduct on-site full program presentations including tastings
- Develop and present annual market plan for territory with strategies, insights, and sales tactics to achieve goals
- Conduct strategic business reviews with key accounts to deliver customer satisfaction and analyze problems to provide solutions
- Achievements:
 - #1 ranking among reps for “won-pending” 2021 pipeline
 - Onboarded multi-year contracts for 3 of the largest regional accounts (Total Term values of \$600K, 900K and \$2.5M)
 - 20% overall growth in first year within the territory
 - Awarded 130% Individual Performance Achievement in 2021

Reckitt Benckiser - Lysol Professional Products

25-million-dollar professional pillar segment of RB Consumer Health, Hygiene, and Home Division representing globally recognized brands including Lysol, Easy-Off, AirWick, Finish, Resolve, NutraAir, Brasso, and Old English marketing through MRO (maintenance, repair, and operations) distribution channels.

Strategic Account Manager National Accounts (January 2017 – February 2019) • Atlanta, Georgia

- Drove 10% growth across national account distributors achieving twice expectations.
- Implemented rollout of largest national off-campus student housing project.
- Worked in conjunction with National Sales Manager to manage key national account distributors: Fastenal, Grainger, Guest Supply, HD Supply, American Hotel Registry, and Interline.
- Developed opportunities within the Hospitality, Multifamily, Healthcare, Government and Office channels.
- Coordinated field activities, distributor sales rep ride alongs, end-user calls, and conducted inside sales trainings.
- Created distributor specific sales material, industry magazine ads, and tradeshow marketing.

- Planned, organized, and attended national industry trade shows.

Business Development Specialist Southeast (March 2015 – January 2017) • Atlanta, Georgia

- Built and maintained relationships with Brokers, National Accounts, Distributors, Redistributors, and end-users.
- Responsible for monthly targeted interactions that included supporting distributor sales reps, inservice training, product demos, dilution system orders and end user sales calls.
- Organized and attended regional tradeshow and exhibits.
- Informed broker sales reps and management of new product SKUs, promotions and quarterly rebates.
- Performed broker and distributor business reviews to assist in maximizing sales and profitability including evaluation and elimination of unprofitable SKUs from product mix.

WHITE AND HODGE COMPANY

End User Specialist Southeast (March 2014 – March 2015) • Atlanta, Georgia

- Leading sales and marketing firm representing over 30 manufacturers specializing in marketing foodservice disposables, catering supplies, disposable drinkware, straws and cutlery, janitorial supply, and retail packaging products. Responsible for Distributor relationships and end user sales calls to restaurants, caterers, schools and hospitals. Charged with educating end users on new and updated products. Responsible for planning, executing and participating trade shows.

HIGHLAND MARTIN, LLC

Account Executive (May 2012 – March 2014) • Atlanta, Georgia

- Microsoft partner specializing in document management and workflow solutions with a focus on business process automation. Vast responsibilities include inside and outside sales. Logistics, designing booth concept and onsite sales for industry trade shows. Designing brochures and product materials for email campaigns. Managing CRM database. Maintaining product updates, and software maintenance renewals.

HEALTH CARE SOLUTIONS - LINCARE CORPORATION

Account Representative (January 2011 – April 2012) • Atlanta, Georgia

- Durable medical equipment company specializing in In-home respiratory products and services. Generated new and enhanced existing relationships with referral sources that included physicians, hospital discharge planners, clinicians, and physician office staff. Initiated and planned in-service presentations to educate staff on products and services. Attended formal sales training program QP3.

Previous Relevant Experience:

CYAN GRAPHICS

Sales / Graphic Designer • Neenah, Wisconsin / Atlanta, Georgia

- Freelance design firm specializing in original small business marketing campaigns. Developed sales leads and grew existing customer base. Educated clients on available products and helped customers grow their business. Developed, designed and setup print artwork. Coordinated print outsourcing.

VINCENT CONSTRUCTION GROUP, LLC

Executive Administrative Assistant • Alpharetta, Georgia

- Construction firm serving projects in San Francisco and Atlanta. Provided administrative support to President. Managed invoice processing, record keeping, monthly expenses, and billings to contractors. Procured government/county permits. Maintained all construction documentation, drawings, reports, and schedules.

GERBER CHILDRENSWEAR, INC.

Assistant Marketing Manager • Greenville, South Carolina

- Assisted the Marketing Director in the development and implementation of strategic marketing and advertising programs for the assigned division. Reported and relayed current sales information to supervisor, sales personnel, suppliers and manufacturing facilities. Monitored sales ads and promotions.

TEC (TOKYO ELECTRONICS CORPORATION)

Systems Support Specialist • Alpharetta, Georgia

- Trained, installed, and provided technical assistance to largest company account in Southeast territory. Resolved POS system problems. Provided project assistance with hardware and software, including downloading and programming of cash register equipment specifically designed for the client.

EDUCATION

University of Georgia: Bachelor of Business Administration, Marketing