

MICHAEL R. NICKLAY

Edina, MN
mnicklay@comcast.net

952-567-4451
linkedin.com/in/michael-nicklay

NATIONAL ACCOUNT MANAGER

Dynamic category leader with diverse experience in category roles, retailers, and channels across many disparate categories. Passionate and devoted to achieving strong results enjoying new challenges and driving change.

KEY AREAS OF EXPERTISE

- Account Management
- Strategic Planning
- Analytics and Critical Thinking
- Relationship Building
- Business Development
- Leadership Skills

EXPERIENCE

Newell Brands, Minneapolis, MN

2013 – 2022

Leading \$9.0B global consumer goods company with a strong portfolio of well-known brands with market leading share.

National Account Manager - Sales Team Leader, Writing Div. for Walgreens, CVS, and Rite Aid, 2019 – 2022

Drug Channel sales team leader managing 2 direct reports with \$30M annual invoice developing, executing, and fostering a collaborative business partnership between Newell Brands and Customers that delivered revenue, share and profit objectives.

- Proven performance growing profitable sales and market share, including critical back-to-school season share growth with over 2.0 ppts. in 2021 and over 4.1 ppts in 2020.
- Trusted customer partner of choice utilizing analytics and insights providing consumer focused solutions influencing customer senior management to execute seasonal and planogram opportunities.
- Identified and developed new secondary placement events that delivered over \$1.5M annual invoice.
- Developed new promotional strategy, including securing incremental 24 ad spots in 2021, with more efficient trade spend \$700K under budget while improving performance with average sales dollars 1.8 lift.
- Created new processes that improved inventory forecasting within 5% accuracy and reduced customer fines by over \$1.0M through improved fill-rates and on-time deliveries.
- Developed and implemented Joint Business Plans collaboratively partnering with cross functional teams to execute consumer centric initiatives that achieves Newell Brands objectives.

Category Manager: Category Captain, Outdoor Recreation, Target, 2017 – 2018

Category expert leading 8 classes with \$250M in annual sales through multiple merchant changes while elevating deliverables to drive strategy and execution with the cross functional Target team.

- Delivered 0.5% 2019 sales growth, 6.1 ppts growth while total market declined over 5%, by providing assortment, promotion and product recommendations utilizing insights to develop creative consumer solutions.
- Devised multi-pronged promotional strategy focused on incremental secondary locations, assortments and timing, improved inventory planning and allocations, and enhanced key seasonal events delivering over \$23M in sales.
- Executed first ever category segmentation for Spring 2019 reset, which reduced average inventory 15%, increased sales 2%, and achieved a margin improvement goal of 3%.
- Identified product white space and pricing optimization for Spring 2019 reset, resulting in incremental sales \$6.5M.

Category Manager - Sales Partner, Writing Div., Walgreens, CVS, and Rite Aid, 2015 – 2016

Partnered with 2 NAMs collaborating with trade, inventory planning and brokers across Writing, Beverage, and Food Storage categories for line review presentations and Back-to-School and other promotional events.

- Achieved Walgreens 5.9% and CVS and Rite Aid 27.8% invoice growth in 2016.
- Developed insights resulting in placement of 10 innovation SKUs driving 5% incremental sales at Walgreens.
- Identified CVS competitive opportunity that resulted in securing 2016 back-to-school endcap and 13 SKU placement on planogram resulting in incremental \$2.0M invoice.
- Led insights and concept creation for Rite Aid stationery aisle reinvention partnering with buyer and broker to execute 5 store test that grew sales 7% or projected \$2.0M if rolled out full chain.
- Finished second place 2016 Innovation Award at Rite Aid for aisle reinvention project.

PREVIOUS EXPERIENCE WITH NEWELL BRANDS

- **Category Manager - Category Advisor, Hair Accessories, Target, 2013 – 2015**

P&F USA, Inc., Philips Brands, Minneapolis, MN**2012 – 2013**

Funai Electric Co., LTD, Inc. - Exclusive licensee for Philips consumer and commercial products in North America and Canada

Category Manager - Sales Partner, Electronics, National Retailers

Exclusive category manager selected to transition from Philips to P&F upon acquisition of distribution rights.

Collaborated with various sales account managers, trade and brand for line reviews and product introductions.

- Led line review process by identifying key insights and creating solution-based presentations to grow Philips's sales at Target, Wal-Mart U.S. and Canada, Best Buy and other national and regional accounts.
- Shopper insights and competitive analysis resulted in Wal-Mart Canada awarding Philips 3-month endcap.
- Proactively identified merchandising opportunities at Best Buy that aligned the Philips brand proposition with the retailer's strategy, demographics and competitive dynamics.

Philips Electronics North America, Minneapolis, MN**2011 – 2012**

Dutch multinational engineering and electronics conglomerate with over €24B annual revenue and 121K+ employees worldwide.

Category Manager: Category Captain, Speakers/ Headphones, Target

Partnered with Target to grow market share in consumer driven fast growing electronic categories leading to transformation of entire department making Target an electronics destination.

- Improved Docking sales 42%, 22 pts growth, through fixture and merchandising changes, in addition to exploiting growth in wireless speakers.
- Accelerated Headphones sales 30%, 18 pts growth, through merchandising improvements that drove niche opportunities and growth segments further differentiating the assortment.
- Led consumer research project in collaboration with Target generating insights to identify total electronics department merchandising and adjacency opportunities to better compete within the electronics market.

ADDITIONAL RELEVANT EXPERIENCE**Universal Studios Home Entertainment, Minneapolis, MN****2007-2011****Category Manager - Sales Partner, Entertainment, Target****Associate Category Manager - Sales Partner, Entertainment, Best Buy****Target Corporation, Minneapolis, MN****2000-2007****Business Analyst - Merchandise Presentation, Food Division****Merchandise Specialist, Merchandise Presentation, Lawn & Patio and Seasonal****Merchandise Specialist - Jewelry****EDUCATION****Master of Business Administration, Marketing****University of St. Thomas, St. Paul, MN****Bachelor of Arts, Marketing and Psychology****University of St. Mary's, Winona, MN****COMPETENCIES**

Syndicated Data: (IRI, NPD, AC Nielsen), Market Track, IRI & Nielsen Assortment Optimization, Prospace
Retailer Applications: Target POL & Merch IQ, Wal-Mart Retail Link and Walgreens Supplier Net, Loyalty Data from Target DOMO and Walgreens Balance Reward
Data Applications: Solys, MicroStrategy and Retail Solutions (RSI)
Visualization Tools: IRI Unify and Tableau
Virtual Capabilities: Red Dot Square