

## MICHAEL W. LINGENFELTER

717-537-8160

Landisville, PA 17538

lingenfeltermw@gmail.com

***Goal-focused and results-driven professional with the ability to create detailed business plans for national sales teams, manage sales cycle, develop new product, and lead sales teams.***

### CORE COMPETENCIES

- Account Management
- Sales Optimization
- New Product Launch
- Proven experience with retail channels.
- Profit & Revenue Growth
- Leadership Experience
- Cross-functional project management.
- Strategic Planning & Execution
- New Product Development
- Relationship Building
- Project Management
- Business Development

### SALES & MANAGEMENT EXPERIENCE

**DAS Companies Inc., Lawn, PA**

**March 2007 – present**

**Director of Convenience Stores Sales**

**January 2013 – present**

- Chartered a new division targeting convenience stores culminating in 75 accounts with 2,300 storefronts. Opened key industry leaders including 7-11, Speedway, Sheetz, Kum & Go and United Pacific within the first 5 years of the new division.
- Collaborate cross-functionally teams to develop value propositions for the product that support the product strategy.
- Leverage available resources/scale to elevate executional excellence across cross-functional business planning in category management- supply chain efficiency- technology- and local markets as primary internal interface
- Maintain a pulse of customer specific strategy changes- key marketplace updates and other business-related activities
- Communicate and influence implementation of business plans to enable outstanding execution across critical team members and key customer contacts
- Deliver efficient and effective trade programs to deliver best return on investment and within budget
- Conduct business review meetings and customer visits- including annual reviews and “top-to-top” meetings
- Lead best practices and development of strategic trade spending initiatives
- Oversaw 40 consecutive quarters of growth with a compound annual growth rate of 19% while maintaining a 40% operating profit margin
- Collaborated across divisions, including finance, purchasing, and sourcing to create key product lines specifically for the convenience store sales channel
- Hired, onboarded, and manage 38 team members across four territories encompassing the continental U.S.
- Incorporated feedback from the c-suite and team members to maximize the division’s cohesion and output

- Oversaw the development of DAS Foods from a concept to launching two beef jerky lines; responsible for pricing, strategic go to market plan. Instrumental in negotiating a merger with another manufacture and distributor.

**National Sales Manager for Travel Centers**

**March 2007 – January 2013**

- Facilitated the reorganization of the division to maximize efficiencies and unlock unrealized synergies
- Established achievable short- and long-term goals, with detailed action plans, for each team member to grow sales
- Connected key persons to create a cross-divisional approach to maximize the burgeoning division's sales
- Responsible for evaluating trade promotional calendar and trade spending efficiencies
- Managed a multilayered, distributed team of 40 individuals, including: National Account Managers, Regional Managers, Sales Associates, and Merchandisers
- Grew travel center top line revenue by an average of 9% annually while controlling costs to consistently achieve a 45% operating profit margin
- Launched international sales support to distribute both in-house and leading brands to Canadian channel partners

**Kunzler & Company, Lancaster, PA**

**March 1998 – March 2007**

**Director of Convenience & Food Service Division**

**April 2002 – March 2007**

- Managed the firm's two largest customers by revenue, Sheetz and US Food Service, that which encompassed 35% of the division's sales
- Partnered with Product Management Team, and Marketing Team in opportunity assessment and roadmap development
- Pioneered new sales channels, including a robust private label business which increased sales to existing accounts and spurred sustained growth in new account openings.
- Responsible for the entire Military and Correction sales process, including the initial request for proposal and formal bid submission, followed by the awarding and execution of the contract
- Increased c-store sales revenue by 25% annually, and ultimately, doubled the division's top line revenue

**National Key Account Manager**

**March 1998 – April 2002**

- Engaged with new brokers to expand the firm from a regionally restricted firm to an unrestricted national brand
- Implemented an innovative sales forecasting system to maximize operating efficiencies across the sales, purchasing, and logistics teams

**National Biscuit Company**

**December 1997 – March 1998  
(Position eliminated)**

**Territory Manager**

- Supervised four Sales Representatives and three merchandisers
- Responsible for assigned territory budget; implemented procedures and controls to reduce cost and increase efficiencies.

**Coca – Cola Enterprise**

**May 1994 – December 1997**

**Independent Key Account Manager**

**January 1996 – December 1997**

- Managed sales of over \$3 million per year; supervised two Sales Representatives in pre-selling to accounts
- Created, implemented and managed the marketing programs for major Independent Grocery Retailers

**Account Manager**

**May 1994 – January 1996**

- Responsible for assigned territory budget, achieve aggressive sales goals through strategic pricing and effective pre-selling
- Supervised six merchandisers; led business development efforts through tactical market planning and selling initiatives.

**EDUCATION**

**Saint Francis University, Loretto, PA**

Bachelor of Science in Business Administration