



APRIL MORGAN | *Top-Performing National Sales Executive – Food & Beverage*

DRIVING EXPLOSIVE SALES PERFORMANCE THROUGH RELATIONSHIP BUILDING, STRATEGY, AND PROBLEM-SOLVING
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Energetic, people-oriented sales professional with 15+ years of delivering quota-crushing results while managing large key accounts. Experienced at generating growth and profitability in \$50M+ categories for globally recognized consumer and direct store environments. Equipped with exceptional interpersonal, negotiation, communication, and public speaking skills. Recognized for possessing an exceptional work ethic and energy that is contagious to coworkers.

- Drove new product sales from 100K cases to ~1 million for Tum-E Yummies.
- Transformed complex buyer partnerships to achieve YOY growth and greater FMS.
- Developed numerous nationally rolled-out, in-store promotional programs.

Leadership Attributes & Areas of Expertise

Relationship Building & Management ■ Stakeholder Engagement ■ Sales & Marketing Strategies ■ Strategic Planning & Execution
Goal Setting & Performance Management ■ Executive-Level Presentations ■ Cross-Functional Collaboration ■ Time Management
Complex Problem-Solving & Decision Making ■ Data Analysis ■ KPIs & Metrics ■ Customer Plan Development & Implementation
Trade Funds Management ■ IRI & Nielson ■ FMCG ■ Sales Training & Coaching ■ Forecasting ■ Executive-Level Reporting

PROFESSIONAL EXPERIENCE

Smithfield Foods, Inc. | April 2021 – Present

The world's largest pork producer and food-processing company with 50K employee and annual revenues topping \$14B.

National Account Executive, Saratoga Food Specialties

The Challenge: *Reinvigorate sales with existing accounts and develop new business for Saratoga's seasoning and sauce products.*

Key Functions: Partner with senior leadership in the development and execution of annual strategic sales plans, sales budgets, tactical plans, and 3-year growth plan. Guide program innovation to drive sales of key items with strategic customers. Provide leadership for the development of R&D projects and new product presentations in collaboration with Culinary and Marketing teams.

- Within 5-months, landed key meetings with 5 strategic targets and closed a contract to provide 60 tons of seasoning annually.

Keurig Dr Pepper (NASDAQ: KDP) | April 2016 – March 2021

The 7th-largest consumer edible & 3rd-largest non-alcoholic company in the U.S. Annual revenue of \$11B+ driven by 25,000 employees.

National Account Executive (July 2017 – March 2021)

The Challenge: *Smooth relationships with key headquartered buyers of 3 divisions, constituting 1,500 stores, and ensure their participation with proposed plans and programs to drive category growth.*

Key Functions: Led high-impact communication and negotiations between KDP, bottlers, and buyers across 8 states to align strategies and commitments for volume growth and to maximize ROI, margin, and revenue. Worked cross-functionally to develop joint business plans with buyers in alignment with KDP goals. Oversaw end-to-end promotional plans and processes. Defined consumer marketing programs. Managed internal reports, forecasting, and budgets, presenting quarterly to Leadership Team.

- **Attained a YOY increase in category growth of 5%+,** YOY revenue growth and fair market share across all 3 divisions. Won over resistant buyers and gained their participation in big-bet national programs.
- **Drove Dr Pepper sales 20-30% and increased FMS across all 3 divisions** by creating programs to drive consumer traffic. Earned additional cooler space the following year.
- **Prevented the entire KDP portfolio removal across 600 stores** stemming from supply, service, and bottler relationship issues by engaging key stakeholders, creating service resolution services, and developing a weekly delivery scorecard for the buyer.
- **Overcame KDP product launch complications that threatened placement in 600 stores** by delivering a compelling presentation to convey brand power in conjunction with a data-driven promotion plan to drive volume. Successfully kept the product in stores.
- **Grew Core Hydration product sales 175%+** by implementing a seasonal off-shelf merchandising program.

What People Are Saying:

"During her tenure here, she cemented long-standing relationships with top customers by utilizing value creation strategies that drove incidence and added incremental dollars. April's attitude toward life is always positive and her internal relationships are best in class."

Regional Sales Manager (April 2016 – July 2017)

The Challenge: *Secure new availability of Dr Pepper brand on fountain heads and warehouse-direct products to develop growth and profitability by leading HQ-level partnerships and negotiations with large retail chains and bottlers, such as Buffalo Rock.*

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Key Functions: Managed 10+ regional bottlers. Developed yearly beverage plans, executed volume growth programs, sold in-brand extensions, and owned plan budgets. Prospected new accounts, negotiated fountain agreements, created and executed VPO programs, sold in DPSG Specialty Brands, FCB, and managed account budgets. Built and maintained relationships with national franchisees, monitored agreement fulfillment, and presented annual business reviews. Managed all G&A budgets within +/-3% of forecast.

- Brought Mott's Applesauce to the Jack's Hamburgers' kids' meal in over 200 locations.
- Championed the first-ever billboards featuring a Jack's hamburger combo alongside Dr Pepper.
- Improvised the production of vats of Real Lemon to meet demand and drive sales with a regional restaurant chain.

Coca-Cola Refreshments | March 2015 – April 2016

The Louisiana market unit of Coca-Cola North America (CCNA).

Director of Commercialization

The Challenge: Spearhead a new role to identify and capitalize cost-effective growth opportunities for the entire product portfolio.

Key Functions: Set sales strategy and customized marketing programs for division and customers that support and deliver business objectives, gross profit, revenue and operating expense annual targets. Directed new product launches, lifecycle management, point-of-sale material, trade execution, media plans, and local assets. Collaborated with leadership, customers, and brand partners to identify trends and growth categories, and empower sales teams to improve market share, achieve annual plan, and deliver ROI.

- Developed Annual Strategic Commercial Plan to meet annual sales, revenue, and gross profit goals.
- Achieved 2015 plan goals, delivering 104% of plan with 6% growth plan vs. prior year.
- Identified gaps in productivity and developed marketing tools and processes to support sales team.
- Provided pricing and marketing programs that delivered 44 million annual cases to multiple retail channels.

BYB Brands | April 2009 – March 2015

A subsidiary of Coca-Cola Bottling Company Consolidated.

Director of Sales

The Challenge: Champion growth of a new children's beverage brand, Tum-E Yummies, that was receiving a lot of pushback. Simultaneously manage and grow overall portfolio comprised of Cinnabon, Fuel in a Bottle, and Country Breeze Tea brands.

Key Functions: Delivered short- and long-term strategic plans to drive incremental sales across 5 states in collaboration with Market Unit VPs across Coke United, Consolidated, and CCR. Developed and presented win-win opportunities and incentives with C-suite of local and regional target accounts. Collaborated with Coca-Cola managers on route-to-market plans to secure new business, gain incremental dollars, and ensure execution of all programs. Analyzed sales data to uncover trends and discover growth opportunities. Participated in monthly forecasting and planning.

- Catapulted sales volume from less than 100K cases annually to nearly 1 million. Met or exceeded all quarterly and annual quotas.
- Achieved 90% penetration of Tum-E Yummies in Walmart without being planogrammed (sold in 450 of 500 stores).
- Conceived and implemented a bike raffle program in Dollar General that was adopted by corporate and rolled out nationwide.
- Delivered the highest volume and penetration percentages of all territories. Created innovative merchandise and incentive programs for regional and national chains across all channels (on-premise, convenience, dollar channel, hyper-mass).

WKRG – TV 5 | November 2004 – July 2008

A CBS-affiliated television station licensed to Mobile, AL.

Account Executive

The Challenge: Increase revenue from sales and marketing of television advertising to national and local accounts.

Key Functions: Prospected, cold called, and secured new accounts. Conducted client needs analysis to develop effective marketing and advertising solutions. Negotiated rates and ratings with advertising buyers based on accurate forecasting. Developed and implemented customized marketing campaigns, including creative content for TV and web ads, and script writing.

- Consistently ranked 1st or 2nd among 11 sales reps in New Direct Local Sales each year, becoming the highest-producing contributor in the TV station's history. Surpassed New Local Sales quotas every year by 100% or more.
- Selected by the General Station Manager to lead in-house training and coaching for all sales professionals at the station.

EDUCATION & TRAINING

Master of Education, Secondary Education | University of South Alabama

Bachelor of Arts, Language Arts | University of Mobile

Marketing Pro & Agency Pro Certified