

## KYLE PROCTOR

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### SENIOR-LEVEL GENERAL MANAGER & STRATEGY ADVISOR

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Highly respected Sales Executive credited with market share gains and substantial dollar, profit growth across all channels of retail. Comprehensive skill set including management, leadership, customer relationships, and thought leadership. Offer exceptional communication skills and rigorous, analytical approach to problem solving and identifying business opportunities.

### AREAS OF EXPERTISE

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|-----------------------|-------------------------|------------------------|
| • Consultative Sales  | • Management Consulting | • Financial Analysis   |
| • Negotiations        | • Competitive Analysis  | • Project Valuations   |
| • Consumer Insights   | • Corporate Positioning | • M&A, Transactions    |
| • Price Elasticity    | • Resource Allocation   | • Discounted Cash Flow |
| • Monte Carlo         | • Business Systems      | • Cost of Capital      |
| • Multiple Regression | • Strategy Frameworks   | • Capital Projects     |
| • Pricing strategies  | • Wholesaler Planning   | • Cash Management      |
| • Strategic Planning  | • Operations Management | • Pro Forma Forecasts  |

### PROFESSIONAL EXPERIENCE

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#### **Founder & CEO** | Synergy Strategy Consulting | Yulee, FL | 2021 - Present

- Led the development of over 100 business plans, leading to successful financing/funding outcomes.
- Created investor presentations, conducted quantitative analysis, and built proforma projections.
- Collected over \$240,000 in receivables in nine months.

#### **Director of Sales** | Danone North America | Charlotte, NC | 2020 - 2021

- Executed a strategy to reduce product spoils coverage from 100% to standard policy, saving \$2.4m annually.
- Gained distribution of 18 innovation items for Danone; incremental growth +\$4.3m estimated for 2021.
- On-boarded three employees in six months; one of the employee's was awarded Danone Rookie of the Year.

#### **Team Leader** | 3M | Bentonville, AR | 2018 - 2020

- Awarded capital to add new plant line to boost capacity; fill-rate from 89% to 92% in year one.
- Sold in a +4.2% cost increase; costing led to +\$0.8m; improved price leadership scores from >80% to >88%.
- Secured Walmart investment and passed on the full 25% cost increase due to new Tariff quotas from China.

#### **Retail Sales Director** | Anheuser-Busch | Bentonville, AR | 2017 - 2018

- Completed retail pricing strategy that blended costing to keep margin whole; +\$4.5m in 2018.
- Negotiated contracts with 150 wholesalers and Walmart management to activate a +2.2% price increase.
- Created a price elasticity model that led to statistically significant recommendations, results (+\$1.2m).

#### **Key Account Manager** | Nestle | Bentonville, AR; Houston, TX | 2011 - 2017

- Re-purposed trade to eliminate rollbacks and activate EDLPs for the Stouffers business; +\$17.0m in 2016.
- Sold in four incremental endcap displays that provided +\$2.8m to the plan.
- Introduced a quarterly process with Walmart to manage objectives to goal; strong customer collaboration.

### EDUCATION

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#### **RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS**

- Master of Business Administration (MBA) degree, May 2016. G.P.A. [3.76].
- Core coursework, Finance / Strategy emphasis.
- Rice Honor Society, Top 10% Class 2016.

#### **UNIVERSITY OF REDLANDS**

- Bachelor of Science, Business Administration, April 2011. G.P.A [3.87].
- Outstanding Senior of the Year Award.
- President, Rotary International Chapter.