

CARLA HEIMANN

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Experienced Senior Key Account Manager with a demonstrated history of sales and marketing in the consumer-packaged goods industry. Strong sales professional skilled in establishing and cultivating relationships, negotiation, analytical and critical thinking, balancing P&L, E-Commerce, and cross-functional collaboration.

EXPERIENCE

Senior Key Account Manager

April 2020 - April 2022

PepsiCo- Pepsi Beverage North America

Denver, CO

- Managing the second-largest grocery account in Colorado driving REV\$ growth YoY in 2020, 2021, and YTD 2022 by effectively leveraging key customer insights, external IRI share data, and robust programming
- Responsible for controlling key account P&L, forecasting quarterly plans, creating promotional strategies, and ensuring results exceed planned financial metrics; producing \$28MM in REV\$ and resulting in REV\$ growth of 11.9% vs PY in 2021
- Partner with account on accelerating digital and eCommerce strategy by expanding their presence through integrating omnichannel media, leveraging digital offers, and boosting their product search strategy

Key Account Manager

July 2018 - March 2020

PepsiCo- Pepsi Beverage North America

Denver, CO

- Managed and developed a diverse portfolio of accounts in Colorado including Hispanic targeted Key Accounts, Grocery, and Convenience producing \$17.2MM in REV\$ and growing 8.6% vs PY in 2019
- Accelerated REV\$ growth by 15% vs PY in Hispanic Accounts, supporting key initiative of Hispanic consumer penetration by integrating local programming, enhancing contracts, optimizing planograms, restructuring package focus, and strategically educating customers
- Coordinated various local community events leveraging professional athlete sponsorships driving a +21% REV\$ growth vs PY by significantly increasing inventory on display
- Negotiated yearly Customer Development Contract for convenience account that led to successfully gaining over 250 facings of single-serve items in cold-vault chain-wide

District Sales Leader

February 2017 - June 2018

PepsiCo- Frito Lay North America

Orlando, FL

- Successfully managed a district in the Orlando market with yearly sales of over \$10MM annually and drove +12% sales growth versus prior year
- Led and developed a team of 16 Field Sales Representatives with a focus in overseeing productivity, tracking performance, execution, and empowering them to achieve determined objectives
- Managed over 180 accounts including grocery, mass merch, and convenience stores
- Developed and effectively delivered business reviews and sales presentations to customers, highlighting performance, growth opportunities, and solutions aligned with their goals
- Interviewed, trained, and coached three new hires within the organization
- Led the Sales Internship Program for the market, resulting in successfully retaining two new full-time hires

Sales Associate

June 2016 - February 2017

PepsiCo- Frito Lay

Orlando, FL

Professional Selling Program

May 2016- May 2016

University of Central Florida

Orlando, FL

- Partook in a rigorous sales program designed to develop valuable skills for a career in sales.

Future Sales Leader Intern

June 2015 -August 2015

PepsiCo- Frito Lay

Orlando, FL

- Focused on developing the Snacks to You program by growing individual accounts and determining opportunities for growth. Resulted in sales growth of 20% versus prior year
- Impacted program development by educating customers and highlighting the benefits of the program

EDUCATION

B.S. in Business Administration, Marketing- Professional Selling, magna cum laude
University of Central Florida, May 2016

LANGUAGES: Fluent in English and Spanish