

# RONALD J. HINKLE

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## TOP PERFORMING SALES AND ACCOUNT LEADER

National / Key Accounts • Category Management • Direct Sales • Revenue Management • Broker / Distributor Management

- 20+ Years CPG Growth Achievements
- National Sales and Category Management
- Broker / Wholesale / Distributor Leadership
- Regional / Global Project Management
- Strategic Planning and Execution
- P&L / Budget / Forecasting / ROI / GAP
- Employee Development / Coaching
- Branded and Private Label Development
- Market Insights / Competitive Analysis
- Trade / Retail / Customer Marketing
- National / Key Account Relationships
- New Product Launch Strategies
- Customer Relationship Management
- Route to Market Strategies
- Field Marketing Programs

## PROFESSIONAL EXPERIENCE

**PINK PANDA CANDY** – San Antonio TX

2021-2022

### Director of Sales / Consultant

- Responsible for building out national distribution into all channels with this CPG start-up by establishing a broker and distributor network, building a forecasting and trade spend tool, and creating a brand presentation for customer line reviews.

**NISSIN FOODS** – San Antonio TX

2019-2021

### Regional Sales Manager

- Spearheaded growth sales and account strategies identifying sales opportunities, driving organic growth within current customers, and the introduction of value-added product opportunities within Grocery accounts.
- Increased assigned accounts by 11% in the first fiscal year by gaining new distribution, increased promotional efficiency and improved forecasting with customers in the Southwest Region (HEB, Brookshire, AWG, Albertson's, C&S, etc.).
- Developed and managed customer relationships with multiple buyers, including creating strategic sales and marketing plans, budget, and forecast for each account while contributing to customer strategy to achieve business objectives.

**Key Achievement**  
Boosted sales from \$15.8M to \$17.5M

**LAMB WESTON (formerly Conagra)** – San Antonio TX / Boise ID

2011-2018

### National Broker Manager (2017-2018)

- Developed and executed direct account management and broker relationship with Acosta and Daymon for frozen foods business optimizing broker performance from a national and regional perspective resulting in a 10% growth, increasing sales from \$185M to \$191M.
- Responsibilities include training and managing agency teams, net sales and share growth, forecasting, trade management, establishing new accounts, negotiating contracts, and leading retail execution.

### National Account Manager (2013-2017)

- Managed national / regional accounts and broker relationships throughout the US, growing sales in grocery and club stores from \$20M to \$24M sales championing growth in major accounts including HEB, AWG, Hy-Vee, Albertson's Southern/United, and Costco.
- Collaborated with retail partners to identify opportunities across our combined manufacturing, freight, and retail networks to become best in class.
- Built relationships with accounts, including top management, buyers, operations, logistics, and procurement synchronizing cross-functional internal account teams to develop sustainable strategies while preserving margin.
- Executed business plans to drive growth, including joint business planning, forecasting, analytical, and category management expertise.

**Key Achievement**  
Increased sales by +5% YOY by implementing advanced business planning, improved forecasting, and category management expertise

### Field Manager – Category Leadership (2011-2013)

- Started up the Category Leadership department for the Retail Business Unit, including managing two Category Analysts, developing and implementing new tools for leadership to identify category opportunities increasing market share by \$15M for one SKU introduced nationally.
- Led category-focused research projects and created decks for Sales Managers to customize and roll out to customers.
- Leveraged Spectra data analytical skills and penchant for working collaboratively across sales teams to deploy highly informative sales reports to generate cross-promotional opportunities supporting 2 VPs, 4 Directors, and 12 National Account Managers.

**Sales Planning Manager (2009-2011)**

- Supported planning and commercialization for the sales organization managing monthly performance management tools and analysis of route-to-market KPIs, including annual objectives, innovation, and emerging brand launches supporting National Account Warehouse Direct teams for most accounts, including working directly with Acosta Client Manager onsite.
- Leveraged syndicated data to analyze bottler and retailer performance, and unique business opportunities and communicating drivers/insights.
- Drove program execution through market analysis, identifying/quantifying volume opportunities and trends, communicating retail promotions, and program commercialization.

**Revenue Management Director (2007-2009)**

- Oversaw pricing strategies focused on developing price, promotion, and post-promotion analytic capabilities and processes within the Texas Market for Beverage DSD, representing \$750M in revenue.
- Developed a new forecasting model across the entire southwest sales division, streamlining the process for a division roll-up, increasing forecast accuracy by 8%.

**Key Achievement**

**Developed void reports that drove distribution gains, leading to a volume increase of 15% across Texas**

**TPM Project (2007)**

- Represented the Sales Department on the Trade Promotions Management project, assisting in the development and training of the Siebel Trade Promotions Management software, assuring the organization's implementation for the Sales function. Successfully developed and trained on time and budget, making the company SOX compliant.

**Regional Sales Manager (2003-2006)**

- Served as the front-line communicator and facilitator of Dr. Pepper Snapple Groups' strategic direction through our Carbonated and Premium Beverage distributors while executing key business-building initiatives to achieve assigned volume, share, and profit targets for a \$50M territory.
- Created business-building presentations for the bottler and retail customers through the effective use of syndicated data, customer channel data, trade information, and brand facts.
- Developed yearly plans, executed programs to drive volume, and sold in Brand extensions.
- "Mentoring Program" Mentor participant / "WOW" Award for successful implementation of TPM.

**Key Achievement**

**Grew volume 2% and achieved 100% of plan YOY for a two-year period**

**Category Manager (2003)**

- Supported Retail Trade Accounts with Category Management consumer analysis, providing Category Management developing persuasive selling presentations using consumer research to increase distribution and space, Days of Supply analysis for POGs, and product assortment.
- Utilized Category Management tools such as Spectra, Homescan, RichMix, and Nielsen work tactically to support field sales.

**Field Marketing Manager (2001-2002)**

- Worked within the PASO System (Pepsi) supporting the Bottler/Retailer Trade with general Category Management consumer analysis, developing persuasive selling presentations, local promotion overlays, and national program execution.
- Successfully grew my responsibility with the company effectively performing various Sales and Category Management roles, utilizing Relationship Selling, Persuasive Selling, and Solution-Based Selling.
- Created an annual operation plan for Pepsi System at Northeast Meeting, leading to an increase of 8% in volume for the next year.

**EDUCATION****Bachelor of Science Degree in Marketing**

University of Wisconsin - Superior

**TECHNICAL SKILLS**

MS Office / CorelDraw / Nielsen Workstation (Nite Nitro - Homescan - Titan) / Nielsen Answers / Spectra / Beverage Builder / XP3 / Cognos PowerPlay / NPD / Apollo / Spaceman / NPL and Gladson live imaging / Walmart Retail Link / Walmart MCAPS / Target Partners On Line / Kmart PIN / Siebel TPM / Siebel Analytics / Salient Margin Minder / SAP APO / SAP BW / Acosta iQubed / Concur Expense / Gelco / Cliqbook Travel / Octel Mail / AdView / Market Track Feature Vision / Outlook / Live Meeting Communicator / MS 365 / SharePoint / Titan Answers IRI Suite (Xlerator Plus - CPGN+ - S3 Home Panel) / SPINS / Discovery Business Intelligence / JPA Space Planning / AFS MEI TPM / Advanced Planning and Optimization (APO) / Business Warehouse (BW) / Business Objects / Acosta Picture This / Concur Expense and Travel / Rearden Travel / Octel Voice Mail / Audix Voice Mail / Microsoft Exchange Voice Mail / WebEx / Oracle / People Soft / Salesforce / RW3 / AFS Discovery / Home Panel / IRI Unify / Cognos PowerPlay / JDASpace Planning / Tableau / RW3 / CRM / Crosstab / Custom Dashboards / Data & Performance Analytics Tools / DropBox / InfoPath / Kantar Retail iQ / Mintel / MRI / Point of Sale equipment (POS) / Power BI / SAS / Survey Monkey