

STEVEN S. BONASIA

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MANAGER OF FURTHER PROCESSED SALES TEAM

CUSTOMER-FOCUSED • HIGHLY PERSUASIVE • SAVVY NEGOTIATOR • CULINARY EXPERT

A committed Manager of a Further Processed Sales Team with a food science and nutrition education and a true desire to provide solutions that enhance customer service and expand customer base. Offering an 18-year poultry, sales and marketing and culinary services' track record of success cultivating strategic relationships, achieving year over year increases in shipped pounds and overall profit for this division. Skilled in all aspects of further processing, commercialization, implementation, BOH operations and product development. An exceptional communicator with leading-edge presentation, negotiation, and closing skills, eager to create client confidence and loyalty above and beyond the sales relationship.

AREAS OF EXPERTISE

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|---|---|
| <input type="checkbox"/> Business Development and Sales & Marketing | <input type="checkbox"/> Product Safety and Consumer Testing |
| <input type="checkbox"/> Project Management and Culinary Services | <input type="checkbox"/> Logistics Management and Inventory Control |
| <input type="checkbox"/> Closing Strategies and Commercialization | <input type="checkbox"/> Public-Speaking and Team Leadership |
| <input type="checkbox"/> Powerful Negotiation & Product Management | <input type="checkbox"/> Strong Communication and Networking |

PROFESSIONAL EXPERIENCE

Wayne Sanderson Farms - Laurel, MS

Present (18 Years)

MANAGER OF FURTHER PROCESSED SALES TEAM (November 2018 to Present)

CORPORATE SALES MANAGER / CULINARY SALES (April 2013 to November 2018)

CORPORATE CHEF (August 2004 to October 2012)

Manage the sales component of the Prepared Foods/Further Processed Division while overseeing implementation, commercialization and management of key National Account, Broadline Distribution and Retail Deli customers. Maintain an active role in daily operations and planning of the further processing facility in Flowood, MS to include sales planning, inventory management and production scheduling with customer service. Oversee the building of sales models, pricing strategies and P&L reports for this division.

KEY CONTRIBUTIONS:

- Manage a sales team responsible for 135M lbs. of breaded, par fried RTC further processed capacity.
- Headed this further processed division to its record year of Net Profit at \$15M in 2018.
- Credited with the sale, implementation and commercialization of a key menu item for a large TX based hamburger chain restaurant resulting in 9mm lbs. of new business for this division
- Enhanced sales and chicken menu portfolio for a large TX based hamburger chain by 60% in 2022.
- Credited with the sale, implementation and commercialization of 28mm lbs of new business to a leading wing and sports restaurant chain.
- Managed weekly P&L report including net dock reconciliation, meat cost, OH and MFG cost.
- Oversaw the management of Accounts Receivable items as they pertain to FP product base, tracking and gathering data backup to dispute or accept the claims or deductions taken to keep AR under 45 days.
- Directed the design and implementation of an RTC Breaded Retail Bagged product line which included rebranding, logo design and sales strategy to adapt to a limited contact sales window in 2020.
- Grew sales portfolio and shipped pounds of this division by 65% from 2013 to 2022.
- Designed and oversaw the implementation of a new pricing strategy to stabilize pricing models within a record high chicken market, leading to record weekly profits in Q4 FY 2022.
- Provided culinary support at different levels and developed marketing and sales plans for culinary products, contributing to increased sales growth annually.
- Contributed as an integral role in the scheduling and production planning at the plant level by monitoring sales data and establishing sales forecast models to give the proper direction.
- Developed and implemented a strategy and reporting methodology to use across all customers that represented production schedules and inventory management during shortage situations within the chicken market in 2020 that allowed for changes in distribution points for allocation purposes.
- Honed skills and knowledge in the BOH operations of the leading Casual Dining and QSR restaurant operations.

Case Farms – Troutman, SC

November 2012 - April 2013

DIRECTOR OF CULINARY SERVICES

- Managed new business development opportunities from the culinary level with new product development and menu revitalization.
- Implemented a new sample management process that included a sample identification system and project status reporting across all sales staff.
- Provided all culinary services' resources for customer presentations, food shows, ops training in restaurants with the culinary and R&D leads of National Accounts, Retail Deli and Broadline Distributor customers and internal sales presentations.
- Managed test runs on the production lines in Breaded Par Fry, IQF and Ground & Formed Departments, collecting and processing of QA data, sample collection and customer communication.

VOLUNTEER EXPERIENCE

Pro Start

January 2011 - Present

MENTOR, SPONSOR, AND COACH

EDUCATION & PROFESSIONAL DEVELOPMENT

BACHELOR OF SCIENCE DEGREE IN FOOD SCIENCE AND NUTRITION

Montclair State University - Upper Montclair, NJ

GRANDE DIPLOME with HONORS, CLASSIC CULINARY ARTS

International Culinary Center Formerly Known as The French Culinary Institute - New York, NY

PUBLICATIONS

DOMINIC AND THE SECRET INGREDIENT | 2013

LANGUAGES

English - Native