

# LAWRENCE (TIM) HYDE

## ASSOCIATE CATEGORY MANAGER

**P** 602-303-8054

**E** Timhyde3@yahoo.com

**A** Mesa, AZ 85212

**W** LinkedIn

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### BIO

Dynamic, self-driven, and creative leader with over 10 years of category management experience, driving results in the food and beverage industry. Proficient in data analysis, strategic pricing and costing, vendor negotiations, and private label development, all while emphasizing efficiencies by teaming up across many departments. Critical thinker with excellent communications skills. Highly adaptable in a fast-paced environment with a track record for identifying opportunities and meeting changing customer and market demands.

### EXPERIENCE

#### 2019 - PRESENT

##### **Associate Category Manager - US Foods, Chicago, Ill**

Associate Category Manager for four key categories: Butter, Fluid Dairy, Frozen Desserts, Cultured Dairy. Works strategically with Senior Category Manager and leads discussions with Field Category Managers to develop the overall strategy on a national level for over 70 Distribution centers meeting business objectives and category performance.

- Took lead and administered programs and category pricing structures. Prepared, and audited corporate managed contracts, category research, data analysis and sourcing of new items for program negotiations, and category growth.
- Work with category managers on external requests for proposals by providing measurable financial and statistical analysis to drive cost of goods savings and freight efficiencies, including analysis leg work for Fluid and Cultured Dairy, reducing cost of goods increase by more than a million dollars.
- Responsible for contract management, cost of goods and rebate revenue negotiations with vendors and marketing dollars for national sales promotions. This has grown vendor support by 10% each year.
- Project leader for QAG, brand realignment strategies and new product development, leading negotiation process for EB and MB to secure over a million dollars in new margin opportunities.
- Monitored market trends as stakeholder for new innovative Scoop EB product development opportunities, collaborating with suppliers, internal Research & Development, and field category operations for execution.
- Worked with Butter suppliers on a strategy to build frozen butter inventories during the summer months for cheaper pricing and plentiful capacity to be able to restructure inventory during Fall and Winter for better cost of goods and availability opportunities.
- Strong financial proficiency with P&L ownership experience in a category worth over \$150mm in purchase income.

#### 2014 - 2019

##### **Category Manager - Food Services of America, Scottsdale, AZ**

Category Manager for five key categories: Bakery, Desserts, Spices, Dry grocery, Frozen entrees; and over 50 vendor partners. Liaison for nine operating units and three sister companies. Worked collaboratively with cross-functional teams including supply chain, finance, marketing, packaging, and quality assurance.

- Established double-digit case growth on Breakfast Breads, Cookies, Specialty Desserts, Frozen Pasta, and Spices in 2018, resulting in \$4M in sales growth.
- Delivered year over year enhanced profitability on all categories except manufacture brand (MB) Desserts, through strategic pricing and program negotiation.
- Increased margin on select Bakery, Dessert, and Import categories through sku rationalization, new item sourcing, pricing management and request for proposal process.
- Managed six requests for proposals that either increased margin or maintained current margin by postponing price increases.
- Built and maintained strategic supplier partnerships for national brands and private label products to identify product mix opportunities. Utilized sourcing expertise to grow private label Import, Bakery, Desserts and Spices assortment.
- Negotiated and audited corporate contracts with vendor partners to ensure compliance, and provide guidance to staff on complex agreements to ensure accurate execution

### EXPERIENCE (CONT).

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**2012 – 2014**

**Assistant Category Manager – Food Services of America, Scottsdale, AZ**

**2010 - 2012**

**Margin and Pricing Analyst – System Services of America, Scottsdale, AZ**

**2008 - 2010**

**Staff Accountant – AddingMachine.com, PC CPA Firm, Phoenix, AZ**

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## **INTEGRATION WORK (US FOODS AND SGA)**

- Developed best practice to identify and track cost of good's deltas for Best of Both program reviews.
- Created vendor negotiation best practice guidelines for use by category management VP.
- Worked on conversion brand matching documents to ensure correct items are matched as replacements for branded items.
- Created a strategy to move local programs to track at the corporate office.
- Worked with Pam Panuccio to document and review our internal request for proposal process.
- Updated 1st line descriptions for thousands of items.
- Created a new program checklist for setting up and tracking new earned income (PA's).

## **AWARDS AND RECOGNITION**

- Member of Best Practices Team – responsible for created a process to implement best practices across the enterprise.
- Leader and driver of creating the efficient processes and collaboration between the Category Management and Revenue Management Teams, effectively reducing an average aging of \$1M to less than \$50k weekly. This project resulted in a Thomas J. Stewart Award.
- Generated \$2M in additional revenue for our logistics arm by improving existing vendor relationships, resulting in a Thomas J. Stewart Award.
- Developed a logistics SharePoint for our sister company Gampac to identify logistics opportunities and sourcing projects.

## **REFERENCES**

[Available upon request.]

## **EDUCATION**

***Arizona State University, AZ***

B.A. Degree in Accounting – 2009

***Michigan State University, MI***

B.A. Parks and Recreation

Design

## **TRAINING / CERTIFICATION**

- Karass Effective Negotiation
- Bridge to Leadership
- Certified Interviewer – Select

## **KEY SKILLS**

- STRATEGIC PRICING
- PROJECT MANAGEMENT
- LOGISTICS ANALYSIS
- PRIVATE LABEL DEVELOPMENT
- CONTRACT MANAGEMENT
- DATA REPORTING/ANALYSIS
- VENDOR NEGOTIATION

## **SOFTWARE**

- MICROSOFT OFFICE
- ADOBE PROFESSIONAL
- SHOWCASE
- DATA WAREHOUSE BUSINESS INTELLIGENCE TOOLS
- ENTERPRISE CRM TOOLS
- POWER BI