

BRUCE TRENT

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EXECUTIVE MANAGEMENT

INTERNATIONAL BUSINESS DEVELOPMENT ~ STARTUPS/ACQUISITIONS ~ P&L MANAGEMENT ~ STRATEGIC PLANNING & DIRECTION ~ LEADERSHIP, RECRUITMENT, & MOTIVATION ~ GENERAL MANAGEMENT ~ E-COMMERCE DEVELOPMENT ~ CHANNEL PENETRATION EXPERTISE ~ OPERATIONS KNOWLEDGE

- Senior Management Executive and Entrepreneur with extensive knowledge and experience in all aspects of the consumer goods industry overseeing and participating in the decision making process involving sales, operations, logistics, marketing, product development, P & L, recruitment, and all facets of distribution.
- Outstanding leadership and motivational skills with proven success improving sales and profit performance.
- Initiated and grew startup company to over \$2B in sales and established new standards of national brand awareness leveraging all available channels.
- Expertise and relationships in Channel Development, DSD, direct distribution, E-Commerce, and large national distribution networks across the entire country.
- Key Account experience at all management levels in all viable channels
- Major strengths include vision, strategic planning, business development, sales, marketing, operations, warehousing, staff & culture development, and international business.
- Extensive knowledge in mergers, acquisitions, and raising capital.

ADDITIONAL KEY AREAS OF EXPERTISE

Team/Staff Development/Recruitment
Extensive Relationships in All Retail Channels
Initiated & Developed Key Business Units
Excel in Entrepreneurial & Traditional Environments
Transportation & Logistics
Trade Marketing Expertise
Social Media Marketing
Sports and Major Venue Marketing

Project Management
International Sales Management
National Accounts/Category Management
Strategic Planning & Channel Development
Operations & Warehouse Management
Contract Negotiations
Public Speaking and Motivation
Brand Ambassador & Influencer Management

EMPLOYMENT BACKGROUND / TRANSFERABLE ACCOMPLISHMENTS

G.O.A.T FUEL, INC. – Plano, Texas

2020- June 2022

Start Up Energy Drink Company

Executive Vice President – Sales & Operations

- Grew Start-Up company from zero sales in 2019 to \$2.5MM in 2021 to \$8MM in 2022
- Recruited, Hired, and Trained all sales and operations people in order to support sales growth initiatives.
- Worked extensively with Logistics Company creating company's e-commerce and warehouse business that grew from zero to over \$50K in monthly sales.
- Interviewed and onboarded various marketing and ad agencies in order to create brand awareness and trial.
- Quickly obtained retail authorizations and plan-o-gram executions in multiple retailers including Publix, Albertson's/Safeway, WalMart, Target, H-E-B, SaveMart/Lucky, AM/PM, 24 Hour Fitness, and CVS resulting in over 10,000 points of distribution.
- Negotiated Distribution Agreements with over 50 Anheuser-Busch Distributors throughout FL, MS, TX, CA, NV, OH, & IL
- Negotiated Distribution Agreements with national Health & Fitness Channel distributors including Europa and Muscle Foods.
- Contributed in securing funding from various investors and venture capitalists
- Managed budget and costs related to hiring, investing, and spending accordingly with sales forecasts.

EMPLOYMENT BACKGROUND / TRANSFERABLE ACCOMPLISHMENTS (Continued)

HEMPTOWNUSA – Palm Desert, California

2019 - 2020

*Vertically Integrated Producer of Legal Hemp Derived Cannabinoids***Executive Vice-President – Global Sales**

- Grew startup company from zero sales to over \$12MM in the first 12 months of business.
- Worked with farm, processors, & manufacturing company in order to create sales channels based on product demand.
- Hired sales reps and worked with “brokers” establishing proper guidelines and sales channels.
- Gained extensive knowledge in selling biomass, flower, raw materials, finished goods, and white label products coinciding with the brand building marketing efforts.
- Set up several distribution routes depending on product classifications
- Developed channel strategies for products where we maximized the sales efforts with a wide range of product categories and channel developments

HEMP₂O, LLC – San Leandro, California

February 2016 – June 2019

*Manufacturer of organic hemp seed oil beverages***Executive Vice-President**

- Grew startup company from zero sales to over \$3MM in less than two years.
- Negotiated raw good costs and quantities with suppliers in order to gain sufficient Gross Profit Margins at retail.
- Set up National Distribution through KeHE, UNFI, and Coremark Distribution Centers selling over \$1MM in annual sales.
- Negotiated all Distribution Agreements with distributors on a regional and national basis.
- Secured key chain authorizations with Whole Foods, Safeway/Albertson's, Target, Sprouts, and others resulting in over \$1MM in annual sales.

BALANCE WATER COMPANY – New York, New York

August 2014 – February 2016

*A startup premium water company originally from Australia***Vice President of Sales & Marketing**

- Oversaw all aspects of company's sales and marketing efforts.
- Obtained key national retail authorizations with several targeted chains including Whole Foods, Sprouts, Walgreens, Kroger, and Albertson's/Safeway resulting in over \$600K in the first year.
- Hired and trained a New York “street team” in order to gain visibility throughout Manhattan.

TRENT BEVERAGE COMPANY – Palm Desert, California

2009 – 2014

*A DSD beverage and snack distributor throughout four counties in Southern California***Founder & C.E.O.**

- Responsible for all functions of this startup company.
- Achieved over \$1MM in sales in first year of business, over \$2MM in sales in year two, over \$3MM in sales in year three, operating in all channels of available business.
- Obtained various authorizations and vendor numbers with retail chains including Ralph's, Safeway, Albertsons, CVS, Target, Walgreens, Rite Aid, Walmart, & Costco on behalf of the various suppliers we were working with.
- Responsible for negotiating and reviewing all supplier contracts in order to secure territory rights, purchase quantities, payment terms, investments, etc. with all suppliers.
- Managed warehousing, accounts payable/receivable, HR, operations, and sales and marketing.
- Raised significant capitol from private investors.

TALKINGGRAIN BEVERAGE COMPANY – Preston, Washington

2007 - 2009

*Manufacturer of bottled beverages***Vice President of Sales & Marketing**

- Responsible for all sales, distribution, and marketing functions for company with annual sales of over \$52M.
- Managed P & L budgets for all of sales and marketing including product development.
- Headed the company's efforts in expanding distribution from three states in the Pacific Northwest to 35 states within two years resulting in a 73% sales growth.
- In just under 2 years, grew total company sales from \$30M to over \$52M in 2009.
- Signed on over 150 DSD Distributors within the 35 states of distribution.

EMPLOYMENT BACKGROUND TRANSFERABLE ACCOMPLISHMENTS (Continued)

CARPE DIEM BEVERAGES – Santa Monica, California

2006 – 2007

*Manufacturer of gourmet health beverages and waters owned by Red Bull GMBH.***Executive Vice President**

- Responsible for all sales, distribution, operations, and logistic functions; managed nine employees and an annual budget of \$2.5M

RED BULL NORTH AMERICA – Santa Monica, California

1997 – 2006

*Leading manufacturer in the energy drink category with over 50% market share and sales in over 200 countries with annual sales revenue approaching \$4B and 2,500 employees.***Vice President of National Accounts and Off-Premise Sales**

- Built and managed entire National Accounts Department; responsible for over 70% of volume and profits; hired and trained over 35 National Account Managers and Category Development Managers; managed annual \$35M trade budget.
- Grew volume from 700,000 to 18.9 million cases in nine year period exceeding 50% market share in all trade channels and delivered over \$225M in profit in CY 2005
- Increased distribution from 4% ACV to over 90% ACV combined in all trade channels.
- Developed cold drink strategy that placed refrigeration units in over 100,000 outlets resulting in increased distribution and brand exposure with a break-even to Red Bull in less than three months.
- Developed the “Energy Drink” category database working with AC Nielsen in order to measure the energy drink category and serve as a category captain for numerous retailers across the country in all channels.

THE STROH BREWERY COMPANY – Detroit, Michigan

1994 – 1997

*The 4th largest brewery in the US with sales of over \$800M, marketing over 30 national brands.***Director of National Accounts**

THE COCA-COLA BOTTLING COMPANY OF CHICAGO – Chicago, Illinois

1983 - 1994

*The largest independent Coke bottler in the US.***Excelled in several management and labor positions in numerous departments progressing to Key Account Executive calling on the company’s largest retail chains.**

EDUCATION

BA – Speech Communications, English - Monmouth College, Monmouth, Illinois 1987**PROFESSIONAL AFFILIATIONS**

Board Member – Hazardous Environmental Protection Agency
 Consulted on projects for several companies including Arya Curcumin, PopChips, Marley Beverage Company, Gleukos, & Divine Bovine Beef Jerky Company.
 Hunter Club Member, National Association of Convenience Stores
 Member, Food Marketing Institute
 Annual speaker at the Beverage Spectrum Retail Conference
 Board Member – Palm Desert Soccer Club
 Board Member – Merchandising Executives Club of Chicago
 MAP, Professional Skills Development