



JARED ATKINSON

REVENUE GENERATING CONSUMER GOODS EXECUTIVE

CONTACT

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PROFESSIONAL SKILLS

- Revenue Generation
- Private Equity
- Mergers and Acquisitions
- Increasing Enterprise Value
- Innovative Selling
- Team Building
- Profit Maximization
- Strategic Account Development
- Budgeting & Forecasting
- New Product Development
- Brand Building
- Supply Chain & Resource Management
- Product And Marketing Management
- Culture Changer w/ Strong Focus on Team
- Leadership Training & Consulting
- Strong Decision-Making, Analytical, And Problem-Solving Skills
- Excellent Communication Skills
- Top to Top Relationship Builder

HONOR/AWARDS

- Do It Best 2021 | Vendor of the Year
- Tractor Supply 2018 | Vendor of the Year
- Walmart 2018 | L&G Execution Award
- Tractor Supply 2014 | Vendor of the Year
- Orchard Supply 2015 | Vendor of the Year

PROFILE

Proven consumer goods executive with a long & consistent track record of exceeding sales & margin budgets. Skilled in internal & external negotiation, merchandising, supply chain, brand building, new product development, inventory planning & business development. Excellent leadership skills with a focus on building a collaborative, team-first culture. 22+ years of experience in the consumer goods field with a strong focus on L&G & Outdoor Living and proven ability to make significant contributions in developing a new sales team and orient new sales representatives, with outstanding leadership abilities to promote team development.

EXPERIENCE

Vice President Of Sales | Global Harvest | Since October 2014 | Chicago, IL

- Responsible for all revenue generation including account management, new business development, new product development
- An active member of the executive management team & report directly to the CEO & ownership group
- Part of small team that successfully transitioned family ownership to Private Equity in 2021
- Currently managing corporate adjacency projects to explore M&A targets

Achievements include:

- Revenue increase of +94% since 2016
- EBITDA increase of +10% since 2016
- GM increase of +9000 BP since 2016
 - New project that focused on company value vs. price
- Led development of new brand & brand re-launch
- Major new business programs launched at TSC, Walmart, Sam's Club, Orscheln, Ace Hardware, True Value, THD, Menards, Petco, Target, Ingles (among others)

Director Of Sales | Global Harvest Foods | April 2013 to October 2014 | Chicago, IL

- Responsible for National Accounts including Walmart, Home Depot, Target, Menards, Meijer, Ace Hardware & more
- Developed & managed whole company broker network

Achievements include:

- Revenue increase of 10% first 12 months
- Increased company GM +200 BP
- Revitalized presentation materials & sales tactics
- Assisted in the acquisition process of Scotts MG division

Director Of Sales | The Ames Companies | January 2009 to April 2013 | Chicago, IL

- Promoted to position in January 2009, which included relocation to Chicago, IL
- Responsible for managing all sales & business development activity for some of The Ames Companies' largest retail customers including True Value, Ace Hardware, Menards & Sears/K-Mart

Achievements include:

- Led teams responsible for +\$32M in revenue growth
- Negotiated multiple-year deals with top accounts
- Developed new products for Costco, Menards & Sears
- Secured national press (Popular Mechanics & more) on key new item launches



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TECHNICAL SKILLS

- Excel
- PowerPoint
- OneNote
- MS Word
- Google Doc Suite
- Stackline

MEMBERSHIP

- Vistage Worldwide Active Member

EXPERIENCE CONTINUED

Regional Sales Manager | The Ames Companies | April 2006 to January 2009 | Portland, OR

- Ames acquired Union Tools in April of 2006. Was one of five employees that were retained on the sales/marketing side of the business
- Maintained Oregon-based accounts & took on the added responsibility of sales for the planter division (Dynamic Design) nationally
- Placed new planter programs at K-Mart, Fred Meyer, City Mill, Jensen & Orgill

Achievements include:

- Revenue increases of +10-20% each year

Regional Sales Manager | Union Tools | January 2005 to April 2006 | Portland, OR

- West Coast sales lead that was responsible for all West Coast-based accounts including but not limited to Fred Meyer, Bi-Mart, Jerry's, Excel L&G & Amazon.com
- My time at UnionTools allowed me to specialize in one line of products, which was vital to my long-term plans in the CPG industry

Achievements include:

- Learned to build & deliver sales presentations
- Revenue increase of +35% at Fred Meyer
- GM increase of +300

Northwest Sales Manager | Kalty-Salios | February 2001 to January 2005 | Portland, OR

- KaltySalios was the West Coast's premier Hardware/L&G manufacturer's rep group
- Started career with KS calling on small PNW based independent retailers
- Eventually, responsibilities were elevated to handling all Oregon & Seattle-based accounts including but not limited to: Fred Meyer, Bi-Mart, Amazon.com

Achievements include:

- Grew Amazon.com business from \$20K to \$3.5M in two years
- Worked intimately with Fred Meyer buying teams on analytics of their business to grow sales
- Revenue increase of +20% during my tenure