

BRENT COLEMAN

RETAIL SALES & CATEGORY MANAGEMENT PROFESSIONAL

CONTACT

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PROFESSIONAL SKILLS

- Sales & account management for major & national accounts
- Category management
- Project management
- Plano-gram design
- Employee hiring, training & development
- Data analysis
- Market research
- Forecasting
- Promotion design & analysis
- Presenting to executive management & retailer
- Business modeling (market share, trend analysis, growth drivers)

TECHNOLOGY

- 1010 data
- JDA Software
- IRI tools (Symphony Advantage, Unify, InfoBeverage, CPGN)
- AC Nielsen tools
- Advanced Excel (pivot tables, data lookup, calculated fields)
- PowerPoint, Word
- Business Objects

EDUCATION

**MASTERS OF ARTS: SOCIOLOGY
EMPHASIS: APPLIED ANALYSIS,
MEASUREMENT, AND PROGRAM
EVALUATION**

University of Missouri – St. Louis

BACHELOR OF SOCIAL WORK

University of Missouri – Columbia

HIGHLIGHTS

- 16+ years experience in category management, business analytics and sales / account management
- Sales & Category Director level experience on national and regional accounts such as Dollar General, Whole Foods, HEB, Schnucks, and Dierbergs
- Managed the fastest growing account (Dollar General) in the country for AB-Inbev and achieved record sales in multiple markets up to 40% sales growth
- Grew beer category for Dollar General from 300 stores to over 7,600 stores nationwide, making it the 6th largest account at AB-Inbev at the time

AWARDS

- 2021: Awarded 2020 GE Lighting CEO Pinnacle award for accelerated growth beyond aggressive Operating Plan at Dollar General, driven by managing supply chain availability, keeping DG in stock throughout the pandemic
- 2015 & 2016: classified as a High Performer & was awarded incremental stock options

EXPERIENCE

GE LIGHTING: A SAVANT COMPANY | APRIL 2019 - JULY 2022

Sr. National Account Manager - Dollar General | St. Louis, MO

- Responsible for Dollar General's residential lighting category, responsibilities include trade fund management of multi-million trade funds, monthly forecast updates, supply chain management of inventory, annual plan creation and execution, legislation impacted assortment management (implicating +70% category POS dollars), deduction management, direct import production and management of orders to U.S. docks.
- Awarded GE Lighting VMI role at Dollar General
- Successfully proposed and executed data driven planogram updates, launching dollar channel specific products that meet this channel's customer needs. Grew GE branded shelf space and outperformed category trends by +50%.
- Create all encompassing plan for the Federal Regulation phase out on older technology light bulbs, impacting 30 of 52 GE products in distribution

EXPERIENCE CONTINUED

ANHEUSER-BUSCH INBEV | JUNE 2007 - NOVEMBER 2018

Category Leadership Director - South Central Region | September 2017 - Nov. 2018 | St. Louis, MO
(Reason for leaving: laid off during company reorganization)

- Led a team of 9 on category recommendations and category space work for 13 large format regional retailers in the Midwest and Texas including: Whole Foods Market, HEB, Hy-VEE, Schnucks & Dierbergs
- Conducted weekly retailer visits to provide analytics and insights into the current state of the retailer's beer business and defined competition
- Personally implemented store level planograms for Whole Foods Market where there had been nothing before
- Responsible for retailer related recommendations for the Oklahoma and Kansas 3.2% alcohol transition
- Posted positive space gains and positive case share gains for most accounts in recent months; 0.1% or higher
- Created sell-in sheets for all new brand launches

Retail Sales Director - Dollar General Account | April 2015 - September 2017 | Goodlettsville, TN

- Drove AB's case trend to +35% in 2017 thru incremental ads, planogram optimization, and working with wholesalers on providing best practices when servicing Dollar General
- Managed a team of 3 direct reports (2 Key Account Managers & Pricing Analyst) and 2 indirect (Category manager & Category Space Manager)
- Hired and trained 7 employees & contractors for DG account
- In addition to Dollar General, oversaw additional convenience store accounts: Sunoco, Murphy Oil & Sheetz for a 1 year time period
- Sold in incremental and new packaging to Dollar General during resets, ensuring they met key performance indicators set by AB
- Provided feedback to AB Corporate about what packaging would sell best at Dollar General across multiple markets
- Ran national programs partnering with outside vendors in national cross merchandising programs

Sr. National Key Account Manager - Dollar General | October 2010 - April 2015 | Goodlettsville, TN

- Led the process for rolling out beer to over 6,000 Dollar General stores throughout the U.S.
- Advised Dollar General licensing team on best practices when obtaining beer licenses in each state as well as payment options thru EDI/EFT or Fintech
- Successfully sold in new AB packages while expanding space on top selling brands and packages to ensure high days of supply
- Continued to create shelf sets for DG Market stores between 2010 and 2014
- Increased AB's share of space by 15.3 points since 2010 for all Dollar General Traditional Florida stores using fact based selling and discovering new package opportunities in the Florida Markets
- Led four beer category business reviews by providing clear action plans on all key Dollar General objectives
- Made frequent wholesaler visits and had daily communication with wholesaler account managers to ensure execution of Dollar General rollout, evaluate retail strategies, and maintain price competitiveness
- Conducted post promotion analysis for ads to determine the packages with the greatest incremental lift and highest increase in basket size to sell in additional ads

EXPERIENCE CONTINUED

Category & Category Space Manager - Dollar General | Oct. 2009 - Oct. 2010 | Goodlettsville, TN

- Led two beer category business reviews including Dollar General's initial beer expansion plan
- Advised on national roll out of Dollar General beer category by making recommendations on which packages to carry, creating the shelf sets in JDA, and working with wholesalers to set stores
- Maintained a strong working relationship with Dollar General on a daily basis by being on-site

Business Analyst | June 2007 - October 2009 | Bellevue, WA & Westlake Village, CA

- Analyzed data to provide information to West Region and field senior management on current sales trends and areas of opportunity at retail
- Conducted a cost benefit analysis of eliminating beer scans in the state of California
 - Implementation led to a cost savings of over \$10 million a year
 - Successfully worked with Key Account team on post-promotion analysis to determine the outcome of ad activity within the region
- Built sales presentations for On and Off Premise Key Account team on, first in flow analysis, sell in sheets, and exclusive ad results

INFORMATION RESOURCES, INC (IRI) | JANUARY 2005 - JUNE 2007

Project Manager- Anheuser-Busch, Inc. | Bellevue, WA & St. Louis, MO

- Worked collaboratively with sales department to design and produce ad hoc reports and presentations for Key Account Managers and National Retail Sales with the goal of increasing distribution, features, and displays
- Designed innovative promotional program for key retailers in Washington and Oregon states during November and December of 2005 and 2006
 - Conducted post promotional analysis which showed a direct correlation between the promotion and an increase in sales and distribution by 22%