



BRIAN DOYLE

SALES DIRECTOR

PROFILE

An accomplished leader with a track record of improving his team and organization with innovative, sustainable, and strategic solutions. Brian manages his teams the same way he manages sales, through building genuine relationships, expressing humility, and being enthusiastic about what he is doing every day.

CONTACT

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(817) 528-8342

Candler, NC

ACTIVITIES AND INTERESTS

Home Gym • Running • Hiking •
Pro Wrestling • Minecraft • Family
• Bluey • Cooking • Live Music

EXPERIENCE

SALES DIRECTOR, THE BE-HIVE

CURRENT

- Managing sales team and multiple brokerages
- Driving sales strategy across food service and retail channels
- Building national distribution network
- Guiding cross-functional teams on scaling

STRATEGIC ACCOUNT MANAGER, VEGA

2015 - 2022

- Managed US Club business - BJ's Wholesale, Costco Mexico, Costco.com, Sams.com
- Expanded assortment at BJ's Wholesale by 300% and grew annual sales from \$3.2M to \$5.6M (FY'18-'19)
- Led sales strategy meetings with senior leadership and guided innovation
- Remained below target trade rate every year while delivering growth to both top and bottom lines
- Developed POS reports and created category insights presentations using syndicated data – Kantar, IRI, SPINS, Nielson

DEPARTMENT MANAGER, UNITED MARKET STREET

2012 - 2015

- Hiring manager for the department
- Duties included: merchandising, planogram efficiencies and building product assortment, directly selling to customers

D1 COLLEGIATE CHEERLEADING COACH

2007 - 2012

- Texas State Cheerleading Coach, 2007 – 2010
- Baylor University Acrobatics & Tumbling (NCAA) Coach, 2010 -2012

EDUCATION

BACHELOR OF ART IN COMMUNICATION STUDIES

TEXAS STATE UNIVERSITY – SAN MARCOS, TX

AUGUST 2007

UNIVERSITY CHEERLEADER, 2003 - 2007

KEY SKILLS AND CHARACTERISTICS

Interpersonal Communication • Strategic Planning • Team Leadership • Trade Planning • Forecasting • Presentation Building • Custom Reports • Customer Management • Organization • Data Oriented • Customer Focused • Strong Negotiator • Resilient