

SUMMARY

Highly professional, charismatic and skilled Account Manager with 5+ years of experience across Grocery, Foodservice, E-commerce and Wholesalers. Possess strong commercial awareness, communication and strategic thinking in handling accounts, planning and implementing effective account strategies, forecasting and driving account/portfolio performance.


CONTACT


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EDUCATION

 **SWINBURNE UNIVERSITY**
Bachelor of Commerce
(Honours)
2014

 **SWINBURNE UNIVERSITY**
Bachelor of Commerce
(Finance & Economics)
2013

TEJA KAMJULA

EXPERIENCE

NATIONAL ACCOUNT MANAGER

KRAFT HEINZ

(Feb 2021 – Present)

Accountable for implementing the customer strategy across Seasonings, Pasta, Spreads, Ambient Meals, Frozen, Desserts, Condiments and Cooking Aids across a variety of accounts and executing business growth plans as set by ANZ strategy. Playing a key role in the Sales team, I oversee the achievement of customer and channel plans.

- Combined yearly value of the categories under management \$72mn
- Accounts Managing: Foodservice, Amazon, Kroger and Coles
- Developing JBP and category insights for Kroger and a deep-dive into the Kroger Private Labels
- Drove an increase in E-commerce sales an average of +23% utilising both 1P and 3P
- Long term strategic planning and executing the plan by integrating cross-functional teams across Kraft Heinz and Kroger
- Piloted program to deliver search optimization on retailer website through strategic product placement and key word adjustment
- Conducted research and made recommendations on product merchandising, promotional strategies and functional capabilities for eCommerce and digital marketing requirements
- Work closely with Commercial Strategy, Category, Supply and Marketing teams in order to effectively develop and implement category plans / trade business plans
- Part of the strategic future planning team which focuses on managing S&OP, AOP and JBP at account and portfolio level
- Weekly forecasts on scan sales and alignment with Supply and Demand teams
- NPD Launch: Products launched across Spreads, Convenience Meals and Seasonings (+21 products)
- Management and weekly review of P&L; with trade spend to be within the budgeted guidelines
- Consistently achieving weekly sales target as per forecast and targets (\$4.6mn p/m)
- Highly proficient in building sell stories to senior buyers utilising IRI and Nielsen

NATIONAL ACCOUNT MANAGER (WHOLESALE)

BRITISH AMERICAN TOBACCO

(Oct 2017 – Dec 2020)

Part of the Grocery team, my primary responsibilities are to manage Australia's largest wholesalers: Metcash, Foodworks, Campbells and Duty-Free at a national level (combined value \$104mn per year). Also playing a key role in forecasting, budget maintenance, NPD go-to-market management, assist in business planning on a monthly cycle and developing accurate marketing insights by working closely with the Brand and Marketing.

- Volume forecast for the S&OP cycle done every month (overlaying pricing and competitor movements in a dynamic market)
- Budget/discounting spend management (circa \$4 million per month) in order to ensure we are in line with current spend estimates enabling optimal pricing decisions monthly
- Build and maintain the execution of pricing and promotional strategies in line with account, channel and brand strategies weekly
- Leading E-Commerce project for Campbells and Metcash to increase tobacco presence online and enable further opportunities through online platforms
- Proposal submitted and activated which focused on building share in Tasmania (generated a 1.3% share growth over two months)
- Weekly analytical analysis produced and cascaded to the wider business in order to capture reality of sales and understanding target segments
- Cross functional collaboration to drive strategies with Brand, Category and National Field
- Driving 100% achievement in new project designed to ensure there are no out-of-stocks in store and enable smooth supply-chain

SENIOR CONSULTANT (CUSTOMER OPERATIONS)

PRICEWATERHOUSE COOPERS (PWC)

(Jul 2016 – Aug 2017)

Building tailored solutions to help clients achieve strategic ambitions – With a deep understanding of their uniqueness and grounded in rigorous analysis and data driven insight. I assisted clients improve the effectiveness of their workforce, implement organisational transformation and change management, ensure customer strategy is achieved, and developing long term plans to fulfill business objectives.

Achievements:

- Global mining company: Large mining company focused on improving processes, becoming more customer centric and leaving the 'legacy' systems.
 - Short term project where I developed business process improvement plans and change approach for a small transformation program – Plan created was to be executed over a 12-month period with key stage gates every quarter.
 - Presented to senior stakeholders on systems upgrades to improve efficiency through a business unit.
- Department of Defense – United States Force Posture Initiatives: This is a shared commitment between Australia and the United States to deepen bilateral Defense co-operation. I play an integral role in the team tasked with providing advice and supporting the programme governance and management, risk and issues management, workforce planning, business process improvement and transformation.
 - Reviewed the current organisational design to ensure there were no duplications of roles and activities across three states.
 - Produced detailed analytical reports for Army General's, in relation to the costing of projects.
 - Presented information to the client on communication strategy within the programme office; effectively de-cluttering communication gaps.

KEY SKILLS

Marketing
Sales and Account Management
Data Analytics
Presentation and Negotiation
Robotic Process Automation
Holocentric Trained
Diploma of Project Management

Critical Analysis
Strategy Development
Innovation
Excel, PowerPoint and Word: Advanced
Lean Six Sigma Trained