

# Brian A. Canfield

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## ~OVERVIEW/OBJECTIVE~

Dedicated sales professional who uses a results-oriented approach to build top performing sales. Skilled in achieving account development across multiple trade channels. Presently seeking a national account manager position.

*Sales Management | Account Retention | Territory Management | New Market Development | Customer Retention | Product Launches | Sales Planning | Team Development | Customer P&L Analysis*

## ~ACHIEVEMENTS~

### Renmatix

- Created a first customer account with one of the largest pretzels manufactures in the U.S.
- NDA with globally large CPG manufactures regarding R&D
- Worked with a national gluten free manufacturer to reformulate their product line

### Virginia Diner

- Established superior 9-year track record by exceeding company's target sales goals
- Developed and grew private label accounts with top grocery chains including HEB, Publix, Lidl, Aldi's and many more.
- Created new export private label program for Canada
- Grew military business from \$25,000 to \$150,000 in year one
- Increase Amazon direct sales from \$44,000 to \$277,000 over 5 years

## ~PROFESSIONAL EXPERIENCE~

### Renmatix

2018 – Present

Food Innovation Sales, Account Manager – Bakery / Alternative Meat / Sauces

Plant ingredient innovation, replacing eggs in baked goods and extending freshness under the brand Nouravant. Application across various categories; baking, dairy, sauces, meats, and plant-based alternatives.

- Find and establish new accounts across the U.S. main territory located on the East Coast (NY-GA).
- Responsible for targeting large and small manufactures.
- Created numerous NDA with some of the largest bakeries and confectionary manufactures globally.
- Established and maintained relationships with specialty ingredient distributors.
- Proactively identify and analyze account opportunity/problems.
- Created and managed a broker network across the country.
- Attend food shows throughout the country. Shows included: IFT, PLMA, IBIE and smaller regional baking shows.

### The Virginia Diner

2007 – 2018

National Account Manager – Grocery Retail / Club Stores – Private Label

Gourmet nut/confectionary manufacture producers' premium products, such as: salted, chocolate, butter, or honey roasted peanuts, cashews, almonds, pecans, pistachios, walnuts, and seasonal peanut tins.

- Grew total Virginia Diner business from \$300k to \$4.8M in 10 years. Responsible for all head quarter calls for all corporate accounts. Customers include Kroger, Publix, Sam's Club, Safeway and many others.
- Find and establish new accounts across the US and Canada. New accounts include: HEB, Longo's, Ingles Market, Inter-America, Stop & Shop and many others.
- Responsible for targeting large/small grocery retailers and club stores to develop sales opportunities.
- Launch Virginia Diner & collegiate line to some of the largest retailers in the US across multiple classes of trade.
- Established and maintained relationships with specialty distributors in the US AWG, UNFI, KEHE, DPI and Super Valu. Understands the complicated yet necessary working relationship between the distributor and retailer they service.
- Provided primary sales for major retail customers and buying groups.
- Work with management to find new opportunities to grow production. This includes projects such as: New Flavors, Product Selection, Packaging and Case Displays.
- Proactively identify and analyze account opportunity/problems.
- Created and managed and direct broker network across the country to achieve objectives.
- Penetrated key decision-makers to understand account goals/strategies and work to build business and address/resolve issues.
- Maintain quality assurance requirement documents and electronic communications to effectively maintain or secure the account.
- Attend food shows throughout the country. Shows included: Fancy Food Show, IDDBA, Sweet & Snacks, ECRM and Distributor shows.

## **Rowena's Inc**

2004 - 2007

### Director of Sales – Grocery / Specialty – Retailer

Manufacture of premium pound cakes, curds, jams and sauces. Reported to President and General Manager for this gourmet food manufacturer and national catalog company. Generated sales with inactive and current customers and built new customer relationships. Oversaw and trained up to 6 customer service and sales staff. Increased up-sales by 12% through promoting the family line of products resulting in more flavors sold to current customers.

- Developed relationship with Food Network celebrity Warren Brown of Cake Love to mass producing his line of specialty cakes and drop ship the product.
- Created incremental volume of \$250k through innovated co-marketing programs with Smithfield Foods & Paula Deen. Worked on the design of her Goey Cakes that were sold through QVC.
- Increased line by 25% by expanding distribution based from an average of 3 sku to 9 sku, by account
- Assisted in the creation of the packaging design, product pricing, shipping strategies, and order processing. This resulted in unique means to increase off-season orders.
- Improve relationships with national accounts, find new wholesale accounts and increase sales with existing customers
- Coached and trained specialty food reps, brokers and distributors by conducting ride-along sessions, guided presentations to first time buyers, and maintained follow up sales and support measurement systems.

## **~Education/Training~**

Ashworth College, Norcross, GA – Bachelor of Science in E-Business Marketing

~The Vann H Lefcoe Leadership Program~

~LaunchPad Leadership Program~