

CHRIS MOWER

Rogers, AR 72758 | 612.516.2515
chris.mower@hotmail.com | linkedin.com/in/chris-mower

Senior Executive | Team Leader

EXECUTIVE SUMMARY

Accomplished senior executive with 15+ years of success leading sales, account management, and purchasing teams across multiple categories. Excels at creating tactical and strategic plans that deliver on budget and revenue goals. Develops leaders and managers through consistent training and mentoring. Builds and maintains strong relationships with a diverse portfolio of clients and retailers. Strong persuasion, negotiation, and problem-solving skills. Interpersonally effective and well respected across all levels.

Areas of Expertise

Strategic Planning | Sales Leadership | P&L Management | Revenue Goal Attainment | Key Account Management
Negotiation | Persuasion | Problem Solving | Executive Development

PROFESSIONAL EXPERIENCE

Anderson Merchandisers, Plano, TX

1992–Present

Worked in a variety of executive roles with Anderson Merchandisers, a merchandising company for hundreds of grocery, entertainment, and CPG companies, with 5,000+ employees across the country.

VP, Client Services, Bentonville, AR, 2014–Present

Lead account teams across grocery, entertainment, wireless, and consumer electronics. Determine and achieve budget, develop new business, and execute projects. Manage client, retailer, and supplier relationships.

- Exceeded \$100 million in company revenue in multiple years.
- Created and launched in 2021 an incremental \$20 million category and logistics solution for interactive displays.
- Rewarded with the category solution for all entertainment media service in 2018, exceeding \$50 million in revenue.
- Hired account team and negotiated multiyear contract extensions with gaming publishers.
- Renegotiated existing contracts across the supplier community, leading to increased RPH and profit for Anderson in multiple categories.
- Awarded new business by Walmart in the summer of 2018, representing \$1 billion+ in annual sales and bringing in \$20 million+ in revenue to company.
- Reduced costs an average of 12% over the past three years, helping to increase profit margins in grocery and entertainment/electronics categories by 30%.
- Grew market share at Walmart in declining entertainment categories by 10% over the past two years.

SVP, Best Buy Team Lead, Minneapolis, MN, 2011–2014

Established and managed the Anderson Merchandisers' Best Buy purchasing and account teams. Led the Field Operations team of 1,500+, comprising managers and sales representatives. Developed and mentored staff for future leadership positions. Set, maintained, and exceeded budget KPI for movie and music categories. Accountable for leading and cultivating relationships with retailer and suppliers.

- Awarded new business by Best Buy in 2011 for movies and music, resulting in \$30 million+ in revenue.
- Grew Best Buy market share in the movie department, streamlining categories and increasing New Release sales.
- Placed 1,000+ Anderson field reps on the Walmart operations team when Anderson chose to exit Best Buy.

VP, Music and Movies, Walmart Lead, Bentonville, AR, 2008–2011

Led the Movie business (\$5 billion+ in retailer revenue) and Music business (\$1 billion+ in retailer revenue), working with multiple movie studios and music labels on sales, priorities, and execution at Walmart.

- Created and executed major initiatives, exclusive projects, and new business opportunities, leading to market share gains across categories.
- Worked with artists, management, and music distribution companies to reach sales and revenue goals as the business morphed from physical to digital.
- Instrumental in Anderson adding \$500 million+ in music revenue and expanding service to all Walmart music stores.
- Recognized with multiple awards by the industry for the successful launch of exclusive music titles and programs.

VP, Marketing, Bentonville, AR, 2004–2008

Managed a team of account executives that called on Walmart across entertainment categories. Directed marketing initiatives. Worked closely with print and advertising companies to highlight products, projects, and priorities.

- Launched successful Walmart music initiatives with multiple CPG companies, which generated new revenue.
- Integral to Anderson being named Walmart Supplier of the Year.
- Created a competitive internship program at Anderson's Bentonville office.

Director of Marketing and Sales, Liquid Audio, Redwood City, CA, 2003–2004

Led sales initiatives on behalf of Walmart.com. Managed contract negotiation, marketing programs, cross-channel promotions, and site development.

- Launched a digital music service for Anderson at Liquid Audio.
- Developed a free download giveaway program at Walmart, linking sales of CPG goods and physical music to drive traffic to Walmart's digital music site.

Director of Music Purchasing, Amarillo, TX, 2002–2003

Oversaw the \$1 billion+ music category at Anderson, leading a team of buyers, marketing personnel, and account executives. Built relationships with music labels and distributors, leading to exclusive content and discounted product, growing share for Anderson and Walmart.

- Created a new source of revenue for music at Anderson and Walmart.
- Worked with CPG clients to give away free music downloads with food and beverage purchases at Walmart.

Account Executive, Walmart Music, Bentonville, AR, 1999–2002

Main contact to Walmart music team. Cultivated relationships and sold in products and programs. Served as a liaison between Walmart, Anderson field ops team, and clients to drive sales and execution.

District Sales Manager, Bentonville, AR, 1996–1999

Led a 50-store district in driving sales and execution across entertainment categories, directing 15 sales representatives. Managed district budget, revenues, and expenses. Accountable for growing relationships with Walmart store and market management, as well as meeting with Walmart home office buyers and executives on specific projects.

Territory Sales Lead, Tampa, FL, 1992–1996

Managed multiple store businesses at a major retailer. Led sales, inventory, and project execution. Built relationships with store management in a \$2 million+ territory.

EDUCATION

BS, Finance | Florida State University, Tallahassee, FL