

Chris MacKenzie

chrismac365@yahoo.com // cell 954-235-6220

Sales & Marketing Driven CEO looking to help a growth-oriented business conquer challenges and scale to full potential.



Chris MacKenzie

- ✓ Awarded *Industry Visionary* by GNC
- ✓ Content Creator & Blogger. Fitness and wellness Influencer with broad personal platform across key social platforms
- ✓ Parent of three kids; two at Marjory Stoneman Douglas High School, one at FAU
- ✓ Lacrosse, soccer and football coach



(99+) [Chris MacKenzie](#) | [LinkedIn](#)



https://www.instagram.com/bpi_chris/



[Class of 1994 B.S](#)



[Certification in Advanced Sports Nutrition](#)



[University of Massachusetts Digital Marketing Certification](#)

BPI Sports: 2009 – Present, Chief Executive Officer:

Now in its 12th year, BPI Sports is recognized globally as a leading brand in the CPG Nutrition space. BPI designs, markets and sells performance and weight management products through domestic Retail and Digital channels, as well as into International Markets.

While at BPI my titles have included: Sales Executive; Director of Sales; VP Sales; Chief Operations Officer and CEO.

- **Executive Management:** Responsible for Annual Budgeting & Forecasting, Board Reporting, Monthly and Annual P&L Actualizations, Strategic Planning, Vendor and Supply Chain Management, Cash Flow Analysis, etc.
Manage all Legal matters across multiple litigations as both Plaintiff and Defendant.
Orchestrated successful M&A Sales Processes (one with an institutional banker, one independently) which delivered five offers for total buyout of the business (all of which were ultimately rejected by ownership).
- **Sales:** Full Spectrum oversight to various Food, Drug and Mass retail channels including Walmart, SAMs Club, Walgreens, CVS, Kroeger, GNC and The Vitamin Shoppe; and specialty/distribution channels EURPAC and Europa Sports and other national retail chains.
Lead product pitch meetings, generating sales materials, and managing ongoing business via promotions & marketing programs to assure growth and maximize profitability.
Management of BPIs Broker Network and Inside and Outside sales teams (between eight and 30 headcounts).
- **e-com:** Management of BPIs digital/e-commerce channels including both Seller and Vendor side on Amazon and Direct to Consumer (D2C) sales. Identify ad-spend to support all digital sales tracking conversion metrics, ROAS, CPC, etc.
- **Marketing:** Responsible for Strategy and Execution of BPIs marketing across all media/platforms supporting both Brand and Product advertising including Meta Ads, Google / PPC, TV, Events, etc. Total oversight of Social Media platforms and content creation strategies; specifically on Instagram, YouTube, Facebook and LinkedIn.

Pre-BPI Sports: Prior to joining BPI and committing my professional life to Sales and Executive Management, I had two career paths:

Advanced Alarm Systems: 2002 – 2010, Partner: Advanced Alarm is the typical American Small business. Started by a neighbor who is an old Bell Telephone guy, Advanced Alarm competes against "the big boys" like ADT and has grown to over 2500 accounts with specialty in the installation, monitoring, maintenance and implementation of various residential and commercial technology solutions. Entrepreneurialism at its best.

Marketing Professional, 1994 – 2002: Starting out of college working for a NYC advertising agency, Draft Worldwide, I gained an appreciation for the professional world. This marketing career led me to IBM where I worked in the Corporate Office as a Global Marketing Strategist until leaving to jump into one of the ".com" business everyone thought would take over the world in the Y2K era.