

Collin Crume

Dallas, TX | 214.908.1062 | collin.crume@gmail.com

McCormick & Company - May 2014 – Present

Account Executive

- Responsible for \$500+ million in annual sales, covering U.S. territory for McCormick's largest global account
- Annual sales have grown from \$290 million to \$500+ million during tenure
- Led business development initiatives to drive annual sales in subsidiary brand accounts from \$1.5 million to \$13 million during tenure, a 767% increase and 31% CAGR
- Gross profit for subsidiary accounts has expanded from \$100k to \$3M, a 2900% increase and 53% CAGR. Gross margins have expanded by 1400 basis points during same time period
- Consultative selling of compound seasonings, compound flavors (sweet and savory), extracts, condiments/sauces, and spices/herbs
- Responsible for 2x per year price negotiations covering US and Canada
- Successfully negotiated over \$50+ million in price increases
- Responsible for implementing and managing ongoing global projects, with 14 cross-functional partners located across 10+ global regions informally reporting into me
- Responsible for strategic business development initiatives focused on adjacent categories within subsidiary and JV business units
- Selected to McCormick's Emerging Leadership Program -- 2016
- One of two sales team members selected to internal committee focused on developing and leading strategic employee engagement initiatives -- 2017
- Strong business acumen with extensive experience in P&L management, pricing strategy, contract negotiations, creating business development strategies, developing relationships with senior executives, and value engineering /cost savings initiatives
- Strong knowledge and experience working with all Microsoft Office applications, ERP systems, Salesforce, among many other applications

Illes Seasonings & Flavors - August 2009 - May 2014

National Account Sales Manager (August 2012 - May 2014)

- Proactively grew 15 state territory
- Lead company sales team in sales growth, 26.6%, across current accounts for 2011-2012
- Played vital role in receiving Vendor of the Year award from Key Account — 2012
- Proactive new account development led to \$100MM+ bid opportunity (global distribution company)
- Largest Key account sales up 168% - Q1 2014
- Global Manufacturing account sales up 123% - Q1 2014
- Increased sales in Key Global Food manufacturing account by 219% during time frame, via new product development and securing RFP's
- Customer base includes major grocery, national account, yogurt chains, global beverage, and food manufacturing accounts

- Identifying, developing and growing relationships with key decision makers within Culinary, R&D, Procurement and QA departments
- Responsible for creating and leading presentations individually and as part of a team
- Responsible for strategic sales and marketing plans, budget and forecast for each account

Regional Sales Manager (November 2010 – August 2012)

- Overall sales grew 20.1% during this time
- Attended Culinary Institute of America program from 2011-2012
- Grew sales in top strategic account by 47.9%
- Increased sales to Global Beverage company by 41% through new product development
- Secured new National Account chain customer via bid
- Increased sales of key food processing account by 49%
- Proactively brought on new accounts via cold-calling, referrals and networking, resulting in expansion of territory to 8 states
- Customer base includes major grocery, national restaurant chains, global beverage and food manufacturing accounts

Regional Sales Representative (August 2009 - November 2010)

- Responsible for two state territory
- Secured revenue stream with new Global Beverage account through product innovation
- Increased sales in food manufacturing account by 23.7%
- Proactively brought on new accounts via cold-calls and networking, leading to new sales
- Proactively monitored P&L for each product sold

Sanderson Farms, Inc. - February 2009 – June 2009

Sales/Management Trainee

- Responsible for team of seven members fulfilling orders for global, national and regional accounts
- Experienced all aspects of food production process by working in various positions
- Acquired proficient knowledge of food production, sales and distribution
- Utilized AS400 software to forecast sales for upcoming weeks

Education

Xavier University

Williams College of Business

Master of Business Administration, Finance and Management

Current

Culinary Institute of America - Hyde Park

C.C.S.P

2011-2012

Texas Tech University

Rawls College of Business

Bachelor of Business Administration, Business-Economics

2004-2008