

JRG Partners Team,

I am currently looking for my next opportunity. I have 18+ years of sales experience in the Consumer Packaged Goods industry. In my current role, I am dealing with all facets of sales for a venture capitalist group that helps launch small, startup brands. Unfortunately, I have been given the news that my services will be no longer needed before the end of the year. They are moving in another direction going to market using broker services.

In my career I have worked with the big house fortune 50 companies, as well as start ups. I have done consulting, connecting brands to routes to market. Also, P&L and Promo calendar planning. My most sought after skill set seems to be business development and brand building. This is what I had done in my current and previous roles. I have worked in incubator style environments where I have to be active and pivot to help the team where best needed that day.

I would say my best skill sets come from building sales teams and attacking sales opportunities from the street level on up. I have great relationships with the big natural grocery distribution partners. I would say that all of grocery is my strongest channel of sales. I have experience in Mass, Drug, and Club as well. I have been a road warrior for most of my career and still consider myself one even after covid has changed how we operate today.

I have attached my résumé and would gladly talk about my career path and the recent two short stints that I have due strategic pivots in organizations. I would appreciate your help in finding me a solid career partner. Thank you in advance.

- Shane Sheldon