

Jay Fentress

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SUMMARY

A dedicated and forward-thinking professional with a depth of leadership experience forming and developing sales teams, strategizing and executing plans to move business needs forward while carrying out smooth operations with key accounts and stakeholders. Holds a depth of experience in developing relationships with critical business partners, managing multiple priorities to see projects to completion and working in highly regulated and ever-changing markets.

Marketing & Business Development • Sales Leadership & Development
Key Account Growth & Retention • Brand Development • Tobacco • Hemp & Cannabis

PROFESSIONAL EXPERIENCE

MID AMERICAN GROWERS, Granville, IL

Director of Sales and Marketing, 2020-2021

Designed and led marketing, business and product development. Created strategic direction with leadership team in order to drive business needs forward. Responsible for building and managing sales pipeline while overseeing order fulfillment and customer service. Led retail brand development team through the collaboration of cross functional departments and critical business partners.

- Lead revenue strategy effectively to develop wholesale and retail product channels through extensive market analysis, becoming a subject matter expert in the continuous evolution of these markets.
 - Achieved 85% customer retention despite changing environments, 2021.
 - Exceeded sales goals by 5%, 2020.
- Cultivated one on one meetings with team members to execute effective training on carry out and pull through of sales strategy.
- Negotiated and executed terms of contracts with partners in critical business deals.

HIGHER YIELDS CONSULTING, Denver, CO/remote, Eleva, WI

Director of Business Development, 2019-2020

Played an integral role in connecting farmers/buyers with large scale hemp distribution contracts both domestically and internationally with a client base that generates \$250m in revenue per year. Guided clients through the generation of business plans to produce successful client outcomes and operations by partnering with cross functional teams. Built crucial connections between investors and clients by creating opportunities for new ventures and carrying out initiatives for mutual success.

- Generated new business channels by partnering with other companies to spearhead projects such as new construction cultivation and Real Estate Acquisitions.
 - Generated \$1.4m in direct new sales through new channel strategy.
- Produced YOY revenue increase by 8% through the design and implementation of a new sales staff training.

ALTRIA GROUP DISTRIBUTION COMPANY, Northwest territory, WI

Unit Manager, 2007-2019

Led, developed, and trained teams responsible for handling sales, distribution and merchandising of brand portfolios in a territory consisting of 16 key accounts, approximately 700 retail stores, 4 wholesale stores and sales upwards of \$150m.

Analyzed marketplace trends to develop consumer focused strategies to successfully sell company products and meet business initiatives and goals. Designed and carried out plans to successfully increase sales for eight key accounts by identifying, planning and executing strategic business solutions.

- Partnered with employees for professional development to retain company talent.
- Led recruiting campaigns at key locations such as the University of Wisconsin-Madison, Eau Claire and Indiana University.

ALTRIA GROUP DISTRIBUTION COMPANY, Territory, NE, MN

Senior Account Manager, 2004-2007

Created a partnering relationship within a four-state area that encompassed seven key accounts. Served as the regional contact for high priority clients including, Walgreens and Eby Brown and successfully increased profits and ongoing business growth through customer satisfaction.

- Effectively generated and led initiatives to grow company and customer market share.
- Spearheaded the development and execution of a test product that was offered to key accounts as a trial to determine marketability and feasibility.
- Boosted visibility and distribution beyond expectations.

ALTRIA GROUP DISTRIBUTION COMPANY, Milwaukee, WI

Sales Development Associate, 2002-2003.

ALTRIA GROUP DISTRIBUTION COMPANY, Green Bay, WI

Territory Sales Manager, 1999-2002.

ADDITIONAL EXPERIENCE

JAY FENTRESS CONSULTING LLC, Eleva, WI, **Principle**, 2019-Present. Established agreements/contracts between buyers and sellers of cannabis/hemp, tobacco and food/beverage ranging in value from \$5k-\$1m+. Facilitated extensive and drawn-out negotiations, disagreements resolutions and expertise to facilitate deals.

EDUCATION

SLIPPERY ROCK UNIVERSITY, Slippery Rock, PA
B.A., Communications

PROFESSIONAL AFFILIATIONS

Midwest Region Council, Member
Altria Women in Sales Network, Member & Ally
Network of Executive Women, Member & Ally