
CAREER SUMMARY

- Record of success with **years of experience in sales, account, and distribution management** in Fast Moving Consumer Goods--Food Service, Confections, Dry Grocery, Frozen Dairy, Chemicals
- **Leading Teams**, Managing the Sales Process, **Data Analysis and Planning**, and **Distribution Process Management**.
- Dynamic **communication & presentation** talents; able to present ideas with clarity & enthusiasm; experience in **speaking, training & building relationships**

KEY KNOWLEDGE AREAS:

Leading Teams · Strategic Planning · Sales Presentations · Account Management · New Business Development · Distributor Management · Relationship Building · Inventory Management · Supply Chain · Digital Platforms & Programs · Customer Success & Service · P & L · Budgeting & Revenue Forecasting · Data and Performance Analysis · Cost Controls · Process Improvement · Managing Change · SKU Rationalization & Revenue Optimization · Category Management · Pricing · Merchandising · Skills Training & Development · Safety Training · Route Planning · Direct Store Delivery · Fleet Operations · Vendor Management · Workman's Comp · DOT Regulations · Export Regulations

TECHNICAL SKILLS & KNOWLEDGE

Microsoft Word, Excel, PowerPoint, Outlook, Teams, Visio, Social Media Platforms, Microsoft Teams, Salesforce, Zoom, Skype, Webex, Sales Force, Nielsen, Amber Road

PROFESSIONAL EXPERIENCE

Emerging Brands Management Group, Lakeland, FL, Continental U.S.

April 2021-Present

Director National Accounts *January 2022-Present*

- Established and executed sales initiatives with prospective customers in Grocery and Natural Channel; example national account valued at 500+ locations in Natural Channel with Annual Revenue potential value of \$3.7 Million for Natural Snack Food Manufacturer
- Secured national distribution with KeHE Distributors and finalized item set up and annual promotional plan for a Natural Snack Foods Company
- Manage client relationship and portfolios with Whole Foods Market and Sprouts
- Interface with Client Management Teams on retail customer placement and promotional planning updates
- Execute closeouts for beverage manufacturers. 3 deals in 1st half of 2022 valued at over 40,000 cases

National Sales Manager *April 2021-January 2022*

- Manage Client Relationships and New Business Development and CPG Beverage product launches in Alcohol space
- Cold calling, product presentations, distribution, inventory, and promotion planning in Club, Grocery, Liquor, and C-Store channels. Customers: Costco, Whole Foods, Sprouts, BevMO

Wesco Aircraft Hardware Corporation, Valencia, CA , Americas and Caribbean

July 2018 - October 2020

Sales Supervisor Chemical Distribution

- Manage and lead Chemical sales and distribution team in Aerospace MRO, Defense and OEM contractors/customer space
- Exceed Revenue and Margin goals; +30% Revenue goal and +6 margin basis points in 2019 and +50% Revenue Goal in 2020
- Improve efficiency; reduced new Sales Rep Training Cycle time by 50%
- Customer Price and Program Negotiation and Implementation winning contracts with AAR Corp
- Engage Adhesives & Sealant, Coatings, Lubricants Manufacturers to extend portfolio including 3M, PPG, Henkel, Exxon Mobil
- Create Business tracking tools and KPI Reporting for Management Team
- Create training tools, evaluate processes for continuous improvement and change implementation for Sales and Order Entry

True Blue Inc., Orlando, FL

November 2015 – April 2018

Branch Manager

- Manage and operate Temporary Construction Staffing branch
- Coordinate and adjust customer pricing, manage margins, and P&L responsibility
- Primary point of contact for customers served by the branch and New Business Development
- 2016 and 2017 revenue growth rates from between 6% to 40%.

Kill Cliff Beverage, Atlanta, GA, Central Florida**Temporary Contract Sales Representative**

- Launched the Kill Cliff recovery and energy brand in Wal-Mart stores
- Shelf merchandising and maintenance
- Sold Off-Shelf or Secondary displays

Arctic Express, San Ramon, CA, Florida and Louisiana

April 2014 - January 2015

Regional Sales Manager

- Executed Frozen Dairy DSD new market launch in Florida and Louisiana Markets, with \$4 million in initial revenue
- Oversaw and Operated Multiple Depots or distribution Points; 7 cross docks facilities in 7 cities
- Serviced and supported 1,000+ Drug and C-Store Customers, including National Chains including CVS, RiteAid, Dollar General

Rich Products Corporation, Buffalo, NY, Alabama, Florida, & Georgia Region

September 2008 – November 2013

Regional Sales and Operations Manager

- Directed Frozen Dairy Sales and Delivery Operations for 3 Teams serving Grocery Customers in the Southeast with \$12 Million+ in Revenue with real Year over Year growth rate of 5% in 2008-2013
- Strategic Planning against Revenues and Expenses and P&L responsibility; Planned, Forecasted, Allocated, and Tracked Revenue, G&A, and Fleet Operations Expenses
- Forecasted product inventories for turn and promotional business
- Interfaced and collaborated with functional teams in Sales IT, HR, Finance and Supply Chain
- Headquarters and Divisional sales calls to Publix, Winn Dixie, and Kroger
- New Business Development with Key Retail Partners at Corporate and Division Levels
- Expanded into 50 new Winn Dixie and set up for expansion into an additional 180 unserved Bi-Lo areas for an additional \$800 K in revenue
- Sold to Publix's Merchandising Managers adding in excess of 150 locations, new items and shelf positioning
- Added 35 store distribution points in Kroger's Atlanta Division
- Managed the regional and local Fleet Provider maintenance, and implemented safety programs
- Conducted employee evaluations, hiring, and terminations for region's 32 team members
- Directed and Collaborated with Distributor Partners and Food Brokers, made joint HQ calls and trained associates
- Led Special Projects, creating specific training materials and disaster recovery plans
- Evaluated Telematics to improve Fleet Safety; proposed to cut accident rates and costs by more than 50%
- Reduced route operating costs by 10% with route optimization initiative

Sara Lee, Downers Grove, IL, Central Florida

December 2004-May 2008

District Sales Manager

- Launched Fresh Bakery Brands in Grocery and Mass Channels, generating in excess of \$2.2 million annually
- Directed and Managed DSD Route Sales Team and warehouse operations in two depots in Orlando and Ocala
- Execute promotional strategy by selling displays and revenue solutions to Retailer Management teams in individual stores, district, and market levels, including Publix, Winn Dixie, Target, and Wal-Mart

Other Relevant Experience

- Managed Print Material Sales, Distribution, and Warehouse operations, improved Sales and Warehouse turns by 75%.
- Beverages and Confections New Business Development in non-traditional channels such as theater, video rental, airports, and office supply channels; One deal valued at \$1 Million
- Sales and Category Management in Pet Specialty and Farm Stores including PetsMart, PetCo, and Pet Supplies Plus, new and extended business; growth from \$11 to \$19 Million in 3 years
- Pet Specialty Distributor consolidation for multi-state PetCare and Health territory
- Food Service, Lodging, and Institutional Territory, doubling sales volume to \$2 Million in 3 years

EDUCATION

- **BBA, Management;** Texas Christian University, Fort Worth, TX
- **MBA,** Stetson University, Deland, FL