

## Matt Damiano, MBA

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### CONSUMER GOODS SALES - NATIONAL ACCOUNT MANAGER

Strategic food and beverage sales professional offering expertise in selling, negotiation, analytics, and communication skills to manage over \$100MM+ in consumer goods. Innovative business partner, effective communicator, and problem-solving manager known for building and maintaining strong relationships with internal and external partners at all levels. Collaborative leader, presenter, and negotiator with successes in coaching and directing cross-functional teams to achieve business goals.

### CORE COMPETENCIES

Sales | Account Management | Business Development | Category Reviews | Category Management | Contract Negotiations | Consumer Insights | Broker Management | New Product Introductions | P&L Management | Analytics | IRI | Nielsen | Microsoft Office – Excel, Outlook, PowerPoint | Spectra | Kantar | Numerator | CRM Tools | Communication

### EXPERIENCE

#### **SPECTRUM BRANDS – HOME & GARDEN DIVISION, Tampa, FL** **2021 – 2022** **National Account Manager, Southeast Grocery / Military**

Managed \$33MM within the Southeastern Grocery / Military channels in a hybrid brokered / direct role for retailers including Publix, Southeastern Grocers, Food Lion, Ingles, Harris Teeter, Food City, MDI, Lowe's Foods, DeCA, Floor & Decor, Mitchell Grocery, Piggly Wiggly AL, AG of the South, and AG Baton Rouge.

- Managed brands including Hot Shot, Repel, Cutter, Black Flag, Spectracide, and Ecologic.
- Trained / directed eight brokers on the product portfolio, presented new items, negotiated contracts, created sales presentations with Nielsen and internal data, planned / executed promotions, and filled core distribution voids.
- Achieved established goals including Harris Teeter off-cycle cut-in of core voids of over \$110k, expansion of assortment into DeCA for over \$130k, and creating efficiencies within the Southeastern Grocers promotional plan of over \$220k.

#### **ACOSTA SALES & MARKETING, Tampa, FL** **2019 - 2021** **Director of Sales, Publix Team**

Oversaw and led a direct team of four to six business managers on the Acosta-Publix Team representing \$400-\$820 MM across 108+ manufacturers within Grocery, GM, HBC, Dairy, Frozen, and Natural / Specialty.

- Developed team members with a particular focus on presentation improvement and data analytics.
- Navigated change throughout the COVID-19 pandemic and restructuring of the company post-bankruptcy.
- Managed the full P&L for the Acosta Tampa HUB, maximizing results within the company's revenue growth initiatives by selling programs including Shopper Marketing and E-Commerce that were value-added to manufacturers.
- Grew the team business by 24% in 2020 and by 12% in 2021 by effectively managing supply challenges during COVID-19.

#### **OSKAR BLUES BREWING COMPANY, Tampa, FL** **2017 - 2019** **National Account Manager, Southeast**

Managed \$22 MM in the Southeastern US for the nation's fastest-growing established craft beer producer on brands including Oskar Blues, Cigar City, Perrin, and Deep Ellum Brewing.

- Negotiated agreements with retailers and distributor partners, planned and executed promotions, presented new items, conducted joint business planning (JBP) meetings, and gained distribution points through fact-based selling.
- Managed Publix, Southeastern Grocers, Circle K, Whole Foods, Ingles, Food City, Brass Tap, and World of Beer.
- Increased territory sales by 175% from \$8MM to \$22MM in two years by selling over 2,800 points of distribution.

#### **CONAGRA BRANDS, Tampa, FL** **2015 - 2017** **Customer Business Manager, Publix Team**

Managed about \$103MM of scan business for both branded and private label products on the Publix team (direct).

- Managed brands including Marie Callender's, Reddi-Wip, PAM Cooking Spray, Peter Pan Peanut Butter, Gulden's Mustard, Hunt's Ketchup, PF Changs Sauces, and many others.
- Presented new items, negotiated contracts and promotions, managed deductions, maintained the Publix portal, and developed / executed business plans at Publix that aligned with the six category buyers' expectations while at the same time driving internal profitability, volume, and increased share.
- Achieved the highest top and bottom-line growth of any member of the Conagra East Team in Fiscal 2017 by propelling Gulden's Mustard to a 45% increase in growth and promotional efficiency of Peter Pan Peanut Butter to drive over 6% profitability for the large brand.

**NESTLE USA, Various Locations****2009 - 2015****National Account Manager, Albertsons, Dallas, TX, 2014 - 2015**

Oversaw a \$22MM account portfolio for Albertsons-United division representing brands such as Stouffers, Hot Pockets, Lean Cuisine, DiGiorno, Coffeemate, Nescafe, Dreyer's Ice Cream, Butterfinger, Crunch, and many others.

- Employed rigorous SKU optimization / P&L management to sustain strong sales at the retailer despite overall waning performance of the Nestle portfolio nationally.
- Outperformed all Nestle USA grocery channel account managers in 2014, delivering a 19.5% sales volume growth versus an overall company decline of 2.7%, based on a strong ROI analysis, assortment changes, and partnering with the retailer on common goals.
- Served as the point person for Albertsons Shopping Marketing programs including the Monopoly promotion within the cross-functional matrix of Nestle Sales / Shopper Marketing.
- Tapped to serve on the Chairman's Executive Sales Committee that was reserved for high performers to help shape the sales organization's processes, procedures, and training.

**Key Account Manager, Regional Accounts, Dallas, TX, 2013 - 2014**

Managed a \$16MM account portfolio for the South-Central US accounts including Affiliated Amarillo, United Supermarkets, Allsup's, and Lowe's.

- Grew the business by 12% in volume, surpassing overall Nestle performance of a 2% decrease in growth.
- Achieved the highest possible ranking for sales managers within the United States.
- Doubled sales volume for Coffeemate Creamer by securing new distribution and effective promotions.

**Senior Sales Analyst, Business Development / Category Management, Dallas, TX, 2010 - 2013**

Built the new role within the company into an effective value-added position by providing business planning and category management analytics on a brokered \$298MM business covering 43 retailers / wholesalers in the United States including Albertsons SW, Brookshire Grocery, United Supermarkets, and many more.

- Managed a three-member analytics team in 2012 and 2013 after a company re-organization.
- Designed sales presentations incorporating robust analytics from Nielsen scan data and other analytics platforms.
- Produced data-backed insights, driving sales, bottom-line profit, trade efficiencies, and opportunity maximization.
- Collaborated with Customer Service teams on systemic issues across the brokered businesses.

**Sales Analyst, Trade Analytics, Cleveland, OH, 2009 - 2010**

Oversaw brands such as Stouffers, Lean Cuisine, Hot Pockets, and other brands within the frozen portfolio for this role at Nestle Frozen Headquarters.

- Provided trade analytic support for \$60MM portion of the brokered business through return-on-investment analysis and pricing analysis.
- Optimized trade / forecasting for the various US accounts through analytics from Nielsen / Spectra, and other tools.

**EDUCATION****Master of Business Administration (MBA)**

Western Governors University

**Master of Science – Management & Leadership (MS)**

Western Governors University

**Bachelor of Arts (BA)**

Clemson University