

# KATIE M. ELLIOTT

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## EXPERIENCED CANDIDATE FOR SALES, PROGRAM, AND PRODUCT MANAGER

*Driving significant results through business insight, strategic planning, and relationship management*

- Accomplished and results-driven Sales Leader with broad based expertise leading effective strategy, territory management, key account management, and revenue growth in B2B models. Actively seeking to transition to a role in program development and training for a world-class organization.
- Expertise in building effective strategies that substantially increase revenue while improving market share and sales effectiveness; with Blue Buffalo, negotiated wholesale agreements with retail accounts that included PetSmart, Petco, and Tractor Supply Company representing \$50MM in annual revenue.
- A demonstrated record of success marked by a history of stellar revenue growth and operational excellence with roles with Blue Buffalo and Synergy Recycling, and as a contract brand representative and merchandiser.
- An effective strategist who leverages an unwavering commitment to excellence to build and execute innovative sales tactics, consistently capturing positive results in challenging and highly competitive industries.

*"Katie has a unique ability to connect with multiple levels of an organization, from part-time employees to C-suite executives. She has a distinct knack for rallying people to a cause, whether it is a new process, product, or corporate mission."*

*Quote from Colleague*

### AREAS OF EXPERTISE

- Skilled in Business Development & Sales
- Driving Revenue and Profit Growth
- Defining Account Management Strategy
- Developing Robust Business Relationships
- Expertise in B2B Sales Models
- Implementing Streamlined Processes
- Managing Broad Geographic Territories
- Selling Into Military Accounts
- Well Versed in Account Penetration
- Competing in Challenging Markets
- Surpassing Performance Targets

### Professional Experience

**2020 to Present • INDEPENDENT CONTRACTOR • VA**

#### **B2B Sales, Wholesale and Service Consultant**

Fulfills a critical role driving revenue as a contract brand representative and merchandiser, representing client companies in the negotiation of wholesale and B2B distribution agreements, with a focus on serving business, agriculture, and military accounts.

- Credited with revitalizing dormant accounts and leading new business development throughout the territory, leading to 38% YOY growth.
- Leverages the use of cold calling, referrals, and lead lists to identify prospects. Documents customer information and sales activities using CRM applications that include Oracle, Zoho, and Navision.
- Engaged directly with clients through on-site visits, and facilitated product demonstrations in virtual and in-person formats.
- Worked with a client to review and streamline a backlog of thousands of leads in its CRM system, improving the efficiency and productivity of sales.

**2014 to 2019 • BLUE BUFFALO • Mid-Atlantic**

*Blue Buffalo is a leading producer of high-quality pet food. The company was acquired by General Mills in 2018.*

A demonstrated record of success and achievement, marked by a promotion to a position of increased influence, authority, and accountability.

### 2018 to 2019: Veterinary Clinic Specialist

Promoted to accelerate the adoption of Blue Buffalo products by veterinary clinics throughout an assigned territory while building relationships of trust and confidence. Coordinated and led training and education discussions with veterinarians, veterinary technicians, and pet owners to showcase the value proposition of the brand.

- Consistently surpassed monthly sales targets, completing the year at 120% of goal. Developed weekly sales plans based on a review of territory trends and other data.
- Secured new business with clinics while increasing penetration into existing relationships with the sale of additional products.

### 2014 to 2018: Retail Account Manager

Expanded revenue and profit throughout a territory encompassing Virginia, East Tennessee, and the eastern part of North Carolina, negotiating and closing wholesale agreements with retail accounts that included PetSmart, Petco, and Tractor Supply Company representing \$50MM in annual revenue.

- Recognized for identifying and capitalizing on sales opportunities within three multi-million dollar accounts. Consistently delivered a minimum of 110% of goal. Over 18 months, increased territory revenue by more than \$5MM.
- Maximized sell-through by training regional and store staff on sales strategies showcasing the benefits of the company's pet food products, including the top-ranked natural dog food brand.
- Examined sales trends to build charts for district leaders that served as the basis for larger buy-ins and more prominent retail product displays.
- Created training materials on how to sell into Tractor Supply Co., including discussions of the company's merchandising requirements and corporate values. This evolved into a national training document that was distributed to 46 account managers and used company-wide for multiple teams (over 100 people) and regional stakeholders, garnering an award.

### 2011 to 2013 • SYNERGY RECYCLING LLC • VA

*Synergy Recycling is an electronics recycling firm that serves business, residential, and military customers.*

#### Sales Manager

Built business throughout Washington, DC, Virginia, and portions of North Carolina, with accountability for managing a satellite warehouse, professional networking, local events, and P&L reporting. Supervised one direct report.

- Negotiated and closed electronics recycling contracts with government and civilian agencies, while building leads and connections at professional conferences.
- Captured \$75,000 in annual overhead cost savings (60%) and at least 20% in shipment cost savings by transitioning manufacturing processes to VersAbility, a contracting company that employs individuals with physical and intellectual disabilities. Increased tonnage from 175,000 pounds to 822,000 pounds in two years.
- Trained workers at The Arc on the proper handling and classification of products, as well as best practices for safety in line with OSHA requirements.

### Education & Professional Development

**UNIVERSITY OF MARY WASHINGTON**  
Bachelor's Degree in Business Administration

**MAGGIE WALKER GOVERNOR'S SCHOOL FOR GOVERNMENT AND INTERNATIONAL STUDIES**  
Advanced High School Diploma

SQL Certificate from UC Davis

### Technical Proficiencies

Microsoft Office, SQL, CRM Applications

### Community Activity and Volunteerism

501(c)(3) Co-Founder, The Underwood Artist Foundation