



Accomplished General Manager & Strategy Advisor

Highly respected Business Leader credited with market share gains and substantial dollar, profit growth across all channels of retail. Comprehensive skill set including team building & leadership, strategic management, and business transformation. Offer exceptional communication skills and rigorous, analytical approach to problem solving and identifying business opportunities.

Signature Strengths & Competencies

Strategic Pricing
Product Management
Operations Management
Change Management

Business Transformation
Competitive Benchmarking
Analytics & Performance
Consultative Sales

Negotiation Cycles
Strategic Planning
Wholesaler Operations
Management Consulting

Progressive Career Path

Synergy Strategy Consulting - Fernandina Beach, FL | April 2021 - Present

Founder & CEO

- Led a team of four and worked with entrepreneurs to help launch over 50 businesses in the retail space.
- Helped startups secure > \$25 million in conventional / unconventional financing, seed money.
- Created comprehensive business plans and investor presentations; conducted rigorous quantitative analysis.

Danone North America - Charlotte, NC | February 2020 - April 2021

Director of Sales

- Owned the P&L and sales planning process for Harris Teeter, UNFI, and SEG; managed a team of seven.
- Executed a strategy to reduce product spoils coverage from 50% to standard policy, saving \$0.8m annually.
- Gained distribution of 18 innovation items for Danone; incremental growth +\$4.3m planned in 2021.

3M Company - Rogers, AR | November 2018 - February 2020

Team Leader

- Managed headquarter relationship with Walmart and had full ownership for the Scotch-Brite® business.
- Sold in a +4.2% cost increase; costing led to +\$0.8m; improved price leadership scores from >80% to >88%.
- Secured Walmart investment and passed on the full 25% cost increase due to new Tariff quotas from China.

Anheuser-Busch - Bentonville, AR | May 2017 - November 2018

Retail Sales Director

- Completed retail pricing strategy that blended costing to keep margin whole; +\$4.5m in 2018.
- Negotiated contracts with 150 wholesalers and Walmart management to activate a +2.2% price increase.
- Created a price elasticity model that led to statistically significant recommendations, results (+\$1.2m).

Nestle USA - Houston, TX & Rogers, AR | May 2011 - May 2017

Key Account Manager

- Re-purposed trade to eliminate rollbacks and activate EDLPs for the Stouffers business; +\$17.0m in 2016.
- Sold in four incremental endcap displays that provided +\$2.8m to the plan.
- Introduced a quarterly process with Walmart to manage objectives to goal.

Business Development Manager

- Supported leadership and managed Operational Master Plan strategy process to simplify priorities.
- Conducted comprehensive pricing analyses to identify price leadership gaps & opportunities.
- Worked exclusively with Vice President to prepare research and material for Walmart JBP meetings.

Sales Analyst

- Developed a streamlined market share Excel tool that became the standard for Nestle Sales Division.
- Completed core distribution projects for Associated Wholesales Grocers, Schnucks, & Brookshire Grocery.
- Managed all the analytical work for new item meetings, business reviews in the South Central region.

District Sales Leader

- Led and developed a 12 person Direct Store Delivery (DSD) frontline sales team.
- Oversaw the pizza and ice cream integration for the South Texas market.
- Developed a best-in-class payroll hours and miles scorecard to improve route productivity.

Education

Rice University - Houston, TX | May 2014 - June 2016

- Master of Business Administration (MBA) degree, G.P.A. [3.76].
- Core coursework, Finance concentration.
- Rice Honor Society, Top 10% Class 2016.

University of Redlands - Redlands, CA | January 2008 - April 2011

- Bachelor of Science, Business Administration (BS), G.P.A [3.87].
- Outstanding Senior of the Year Award.
- President, Rotary International Chapter.