

MARK HAZELWOOD

SENIOR NATIONAL ACCOUNT LEADER

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Self-Driven and Resourceful Sales and Operations Leader with 18 years of experience and an extensive portfolio of success managing business-to-business account management in the food service sector. Brings a steady work ethic to building new business opportunities, securing customer loyalty, and forging strong and long-lasting relationships with clients, naturally navigating complex stakeholder relationships that win contracts. Proven ability to deliver sales leadership in highly competitive markets, building dialed-in sales teams.

- National Account Management
- Prospecting & Pipeline Development
- Business Development
- Sales Operations
- New Market Entry
- Business Intelligence
- Growth Identification
- Market Trends & Research
- Reporting & Analysis
- Power Message Presentations
- Organizational Leadership
- ROI Development
- Negotiations & Contracting
- Brand Awareness

HIGHLIGHTS OF SENIOR SALES LEADERSHIP & PERFORMANCE

BUSINESS DEVELOPMENT & GROWTH: Driver of new business and growth opportunities with over 5000 C-Stores (4M), Grocery (2M), and Vending/Micro Markets (1M).

RESULTS-DRIVEN PERFORMANCE: Strong history of independent and team-based sales benchmarking, achieving year over year gains that exceeded targets. Possesses an expert level understanding of communicating high-value proposition solutions and deploying innate and natural talent for deeply listening to customers and understanding their needs, and finding solutions

PEOPLE & CAPACITY BUILDING: Driving force of high functioning sales teams built on an engaging and transparent leadership style that that benefit the synergy of the entire team and transfers vision of the mission and best practices for sales development.

PROFESSIONAL EXPERIENCE

SALES MANAGER (National Accounts)

Chuckanut Bay Foods, Washington State | April 2017 - June 2022

Leads account management initiatives driving market share and revenue growth for all existing, new grocery (East), food service, and c-store businesses. Builds and sustains long-term solid relationships with clients by keeping a close pulse on customer needs and strategic goals.

Major National Accounts Include: Publix, Gordon Foodservice Stores, US Foods Chefs Stores, Big Y, Hannaford, The Fresh Market, Circle-K West, Circle K Gulf, Circle K Great Lakes, Circle K Midwest, Circle K Texas, Pilot Flying J, Abraham and Sons, Chambers & Owen, Nouria Energy, Cumberland Farms, EG America, Perdue Farms, Fresh Thyme, TravelCenters of America, Giant Martin, Kum and Go, Meijer, 7-Eleven Hawaii, Global Partners LP, CrossAmerica, Par Mar, Blarney Castle, Roche Bros, Hucks, Go Mart, Newcomb Oil, Johnson Oil, Krist Oil, Campbell Oil, ABC Sores, Aloha Petroleum, Wallis, Walters-Dimmick, Forward, J&H Oil, Wesco, Kelley Williamson, Minuteman

Deliverables

- Delivers a customer-centric approach walking the client through the service delivery process to secure purchase orders. Provides information on guarantees, distribution, incentives, setup management, product marketing collateral, and guidance for label requirements.
- Strategizes and develops customized season-specific program offers to existing clients generating additional pipelines of opportunity for revenue generation.

Key Achievements

- Consistently exceeded territory growth targets, attaining 20-35% growth year over year from 2017 to 2020, opening new distribution opportunities and new channels. Starting with Total Annual Sales of 900K in 2017, trending to 7M for 2022.
- Successfully drove territory growth by identifying and locating category managers and buyers, achieving a 70% sales growth (2.8M Growth) in the territory in 2021. Leveraged broker network as well as direct to customer efforts to secure interest.
- Responsible for opening up Vending Channel with 12 distribution points and 1M Annual Sales.
- Establisher of several new points of distribution throughout the U.S., Canada, and Latin America.

CATERING SALES MANAGER | July 2016 - April 2017

Semiahmoo Resort - Washington State

Developed existing business and sourced new catering opportunities through lead generation and sales marketing for a 300-acre Resort offering getaways, family vacations, and outdoor activities. Generated revenue, established new accounts, monitored booking space, and booked repeat business delivering on the resort's brand quality.

Deliverables

- Organized bookings from the site visit, contract phase through to departure, including event requirements, food & beverage, guest room requirements, and audiovisual.

Key Achievement

- Maximized call opportunities and sales strategies to boost territory sales by 15%.

RELOCATION – SABBATICAL | July 2015 – July 2016

REGIONAL SALES MANAGER

Starbucks – Washington D.C. | December 2013 – July 2015

Delivered outside sales prospecting for new B2B accounts, gaining, and building trust-driven partnerships from the executive to front-line level. Exceeded store target plans for revenue and savings by coaching and mentoring each sales representative based on individual strengths and areas of improvement requirement, driving compliance to brand standards, service excellence, alignment to the corporate mission, and a culture of corporate alignment and engagement and professional development.

Deliverables

- Managed the growth and retention of over 300 existing accounts representing over \$10M in annual sales for the Mid-Atlantic region and achieving optimum sales and profitability goals for over 400 inside business-to-business accounts throughout the Northwest region.

Key Achievements

- Turned around a two-year territory decline in sales performance to (500K) by monitoring sales performance and taking corrective action, improving satisfaction in management-sales relations by increasing communication and training, developing innovative approaches to overcome challenges.

FIELD OPERATIONS SPC.

Starbucks – Washington State | April 2006 – December 2013

Provided consultative and operations support to the outside National Sales team leading analytical discussions and solutions generation to deliver savings and lean operations for new and existing accounts, plan of action per channel, and ensuring field compliance for go-to-market strategies.

Deliverables

- Develop go-to-market strategies for prospective clients' foodservice channels and networks by examining new and ongoing business requirements and delivering corporate value propositions, including portfolio product knowledge, pricing, ROI, quality assurance, negotiating deals, and distribution and market solutions.
- Contributes to best-in-class service delivery by offering presentations for Division and Regional staff on go to market strategies and facilitating discussions on savings and lean operations strategies for new and existing accounts and necessary plans of action per channel to ensure brand compliance.

Key Achievements

- Realized approximately \$1M in savings through a personally developed asset consulting and service resolution processes.
- Reduced vendor penalty fees by 12% (30K) through increased coordination strategies.
- Developed a service resolution process that generated approximately \$240K in savings.
- Increased customer touch by 40% through mass email and phone strategies.

EDUCATION

FOOD SERVICE MANAGEMENT, **Cornell University, New York**