

JON J. MARZETTA

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VP Sales & Marketing ♦ Food Service Business Development ♦ Organizational & Team Development Customer/Client Relations ♦ Digital Marketing ♦ Performance Management

An accomplished sales & marketing leader with a successful track record in strategic sales planning & execution, training & team development, processes, and marketing. Customer and results driven with strong analytical, financial and performance management competencies. Possesses superior contract negotiations skills.

- ✓ Planned, organized, developed, executed, and presented annual budget plans with revenues of \$630,000,000 and expense budgets of \$7,600,000.
- ✓ Chaired, organized, and planned the execution of the annual National Sales Conference for the national 300+ organization, resulting in the launch of the annual operating plan, sales objectives and supporting training.
- ✓ Partnered with Human Resources monthly to enforce accountability culture standards based on results, organizational objectives and competencies resulting in improved sales results and an enhanced talent pool.
- ✓ Reduced operating expenses by \$2,000,000 through expense efficiencies and organizational reductions.

BUSINESS EXPERIENCE

AmerCareRoyal, Exton, PA

2018 - Present

(A single stream resource for over 6,000 disposable products used in the food service, janitorial, sanitation, industrial, hospitality and medical industries)

Sr. VP of Sales and Marketing (5/20-Present)

VP of Distribution Sales (5/18 – 5/20)

- Responsible for; 75 team members, including 37 sales, 9 marketing, and 29 customer experience, as well as \$630,000,000 budgeted
- Grew total sales to \$504,000,000 and 27% increase vs. budget in 2020
- Grew distribution division YOY (112% in 2018 and 7.8% in 2019)
- Implemented KPIs to ensure accountability
 - Critical for performance management, supports and influences business objectives
- Created and executed account planning process and tool
 - Systematic approach to organizing accounts, and identifying and follow-thru with opportunities, equipping reps with relevant insight to customers, and focus our efforts on businesses that can win for the upcoming year. Developed an operating manual to enhance key customer relationships
- Restructured division to
 - Total: 19 Distribution Team Members, Field Sales Team: 6 Regions – 2 Sales Directors, 5 Region Managers, 6 District Managers, Corporate Account Team: 3 Corporate Account Managers, Inside Sales Team: 1 Inside Sales Manager, 2 inside sales reps
 - Benefits: Improved positioning to support growth, effective proactive approach vs. reactive approach, support any merger and acquisition demand, increased productivity through greater efficiency of coaching, training, and development

G.E.T Enterprises, Houston, TX

2016 - 2018

(G.E.T. provides foodservice operators with creative tabletop solutions and custom designs that strengthen their operations and brands)

VP of Sales

- Established, developed, and nurtured relationships with the top key foodservice distributor accounts (key accounts) and web-based customers
- Developed and executed business plan to grow the sales for the key accounts
- Collaborated with customer internal teams to support growth strategy and to connect the key teams between GET and the key customers

JON J. MARZETTA

(Page two)

BUSINESS EXPERIENCE (Continued)

G.E.T Enterprises, Houston, TX (Continued)

2016 - 2018

- Responsible for all: contract negotiations, pricing, marketing, business reviews, shows, EDI implementation and training
- Managed direct reports including performance management (including sales goal achievement), coaching and territory management
- Managed tiered relationships responsibilities from executive level to field level
- Partnered with supply chain manager to manage product demands including new items
- Covered the following accounts: Brinker's, Ci Ci's, Disney, Disney Cruises, Earl Enterprises, Fogo, Jason's Deli, McAllister's Deli, On the Border, Zoe's Kitchen
- Trained new hire (Regional Sales Manager) – responsible for the on-boarding, coaching, training and continued development of the new hire sales team. Sales force expanded from 3 to 10 territories to lessen the span of control and allow a greater, more detailed market focus

REWARDS NETWORK, Chicago, IL

2012 – 2015

(Results-driven, measurable restaurant marketing and loyalty company connecting 12,000+ restaurants with engaged diners through proven, measurable, integrated digital marketing and communication)

Vice President of Sales – Eastern U.S. Division

- Responsible for an organization of 90+ employees, including the upgrading, hiring and training 4 of 7 Region Manager positions that were underperforming
- Assured attainment of sales results and drove innovative and integrated sales initiatives for the East Division
- Grew total client count yearly by increasing productivity exceeding budget expectations as account base expanded 11% to over 5,000 merchants
- Averaged annual \$31,200,000 Total Cash Funded representing an annual 8.5% increase over budget
- Achieved annual yearly business retention growth of 3.8%

FARMER BROS. COMPANY, Foodservice Division, Torrance, CA

2010 - 2012

(Leading manufacturer, wholesaler and distributor of coffee, tea and culinary products. Acquired Sara Lee Coffee and Tea Direct Store Delivery Business Unit)

Senior Director of Sales & Food Service (Moved from Sara Lee to Farmer Bros with the acquisition) – E. Providence, RI

- Accountable for the overall functional management and leadership of all sales activities of the gaming business (across the United States), as well as direct management of the Las Vegas region operations
- Responsible for hiring, training, coaching, mentoring, and driving a winning, highly transactional and customer-focused sales team
- Led Sales & contract negotiations for all large casinos, including Foxwoods, Mohegan Sun, Trump, Borgata, The Seminole Casinos and MGM

SARA LEE CORPORATION, Downers Grove, IL

(Sara Lee Foodservice is a division of Hillshire Brands, formerly known as Sara Lee Corporation)

2005 - 2010

Director of Key Account Sales – E. Providence, RI (2008 – 2010)

Zone Sales Director - Eastern United States Territory – Providence, RI (2005 – 2008)

- Led 10 Key Account Managers in managing relationships with existing foodservice chains and the gaming industry customer base
- Developed relationships with key accounts such as Foxwoods, Mohegan Sun and Atlantic City Casinos
- Increased Casinos – Roast and Ground volume 13% vs previous year, Gross Profit 21% versus PY, Liquid Case Volume 19% vs PY, Liquid Gross Profit 29% vs PY, Gross Profit
- Managed execution of Key Account Manager contract and profitization process insuring pricing integrity and maintaining ROIs at or above 40%. 90 of 110 Key Accounts above minimum of 40% ROI = 81.82%
- Improved same store sales by 5% (\$17,241,101) with sales focus and results by improved KAM accountabilities, training, and reporting
- Exceeded account retention goal of 93% NSV with 96.59% achieved
- Met target of new placements of gourmet roast & ground and liquid coffee
- Implemented account assessment process to ensure proper protocol when calling on customers
- Built a value-driven culture of high performance by increasing new business by 25%
- Identified high caliber internal and external candidates creating a pool of promotable candidates

JON J. MARZETTA

(Page two)

BUSINESS EXPERIENCE (Continued)

FRITO-LAY/PEPSICO, Plano, TX

(Frito-Lay, Inc. is the division of PepsiCo that manufactures, markets and sells corn chips, potato chips and other snack foods)

Director of Sales, Northeast – Providence, RI (2002 – 2005)

1998 – 2005

Area Manager, Branded Vending, Eastern United States (2001- 2002)

Associate Vend Channel Marketing Manager (2001 - 2001)

Senior Territory Manager, Foodservice and Vend Division - New England and Upstate NY (2000)

Vend Specialist (1999)

Sales Associate (1998)

- Developed and implemented action plan that met competitive response in highly demanding Northeast Market to counter lower priced competitors with SVL (small value line) utilization
- Achieved vending growth of 115% to plan during tenure
- Achieved top performing region award recipient
- Served as communication liaison for the Foodservice and traditional Vend divisions
- Supported the National Vend Division market and sales strategies, reporting directly to the Vending VP
- Served as national account management of All Seasons Services, a \$30,000,000 operator

EDUCATION

Juris Doctor - University of Massachusetts - Dartmouth, School of Law,
(formerly Southern New England School of Law) North Dartmouth, Massachusetts

Bachelor of Arts - University of Arizona, Tucson, Arizona