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Objective:

Results driven individual looking to secure a Customer Sales Strategy/ Conventional Sales position; coming with 10 years' experience in the nutritional supplements industry, with outstanding communication, leadership, and organizational skills that enhance service delivery and efficiency in overall company performance.

Profile:

Highly motivated, dependable, and demonstrates professionalism in handling various organizational functions. Innovative and reliable with a proven ability to achieve organizational goals, while displaying effective multi-tasking and time management skills. Excellent analytical skills with keen attention to detail.

Core Competencies

- Ability to adapt to changing work environments, work priorities and organizational needs.
- Excellent Project Management skills including planning and organizing tasks and work responsibilities to achieve objectives.
- Familiarity with all aspects of supplier relationship management.
- Ability to cope with dynamic market conditions and develop sales strategy accordingly.
- Ability to work in high-stress environments and to make complex decisions regarding pricing.
- Extensive knowledge of sales and marketing strategies
- Skilled in analyzing problems by gathering and organizing all relevant information to obtain an appropriate solution.

Professional Experience:

Reliance Vitamin, Edison NJ

5/18-Present

Conventional/Natural Channel Sales/Customer Service Manage

- Manage 10 accounts which total over 33% of the company's sales(E-Com, Grocer, Natural)
- Successfully grew private brand/private label division by \$3.5M in 2020-2021
- Led market launch of 30 private label products.
- Used IRI/Spins data to determine gaps in customer product lines and provide feedback on innovation.
- Manage P&L targets and operating budget for the account(s)
- Collaborate with internal teams in order to successfully launch new items with accounts. (Finance, R&D, Planning, Purchasing & Ops).
- Track stocks, deliveries, sell-out, inventories, rotation ratio for accounts performance analysis, demand, co-working with Business Operations

International Vitamin Corporation, Freehold NJ

10/16-2/18

Key Account Manager

- Manage over \$50MM with the largest account being \$20MM
- Develop and sustain a long-term strategic customer relationship for mutual growth, profitability, trust, loyalty, and innovation
- Oversee a team of account managers
- Serve as the link of communication between key customers and internal teams
- Update production schedules as needed
- Proactively Coordinate with the forecasting team quarterly
- Actively maintain over 98% fill rate and on time shipments over 10 month period

USA Container Co, Piscataway, NJ

5/2016-9/2016

Regional Sales Manager

- Calculate sales forecasts for newly launched products - Defined the financial budget and targets for new sales projects.
- Actively maintain a 25%+ Profit Margin by
- Work with manufacturers to develop new molds for proprietary packaging.
- Manage efforts to grow new business, increase existing revenue and provide top level customer service to current accounts.
- Oversee eastern territory sales, inside sales team and product channel sales.
- Travel to client locations to participate in sales presentations and product demos.

All American Containers, Somerset, NJ

08/2008-05/2016

Account Manager/ Inventory Analyst

- Account Manager for the company's largest account valuing \$5million per year
- Assist in overseeing the day-to-day operations of the warehouse (i.e. shipping, returns, receiving, logistics) to deliver unparalleled customer service including same day delivery.
- Train Sales and Customer Service Representatives in the products and quality requirements to obtain new accounts and effectively grow the business.
- Work with several manufactures to plan the production lines (for example: plastic bottles, closures, glass bottles, etc.) to properly fulfill the customer orders and needs
- Manage the daily, weekly and monthly production plans and purchase orders to exceed expectations for productivity and scheduling accuracy.
- Maintain a clean and safe working environment by following both OSHA and GMP guidelines.
- Develop a culture of continuous company improvement through training and leadership.

Education

Business Management 9/2009

Virginia Wesleyan College- Virginia, Beach

Technical Skills

Microsoft Office: Word, Excel, PowerPoint, Outlook and Access

Oracle

Deacom