



chelsea.pulido@gmail.com



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Miami, United States

## EDUCATION

### Business

### Administration

University of Florida

06/2008 - 05/2012

Cum Laude

## ACHIEVEMENTS

GAP Negotiation Certification  
(01/2022)

SAASOA Customer Contract  
Signed (04/2020 - Present)

Previous "White space" customer for  
Pepsi that now has +1200 accounts  
delivering \$30M in Revenue

PepsiCo Sales UXL & W2G  
Awards (2016 - 2018)

Top 5% District and/ or Region Sales  
Growth

PepsiCo Sales Top Gun  
Award (2014 - 2016)

Top 10% District Sales Growth

## SKILLS

Negotiation

Microsoft Office

Team Development

Interpersonal Skills

Sales Planning and Execution

Time Management

Influence Leadership

Customer P&L Management

Oral/Written Communication

# Chelsea Pulido

Driven, results oriented, dynamic Sales Leader with substantial experience in the CPG industry. Successful in executing and creating sales strategies, programming, and developing and leading sales professionals. Thrives in a fast pace work environment with excellent work ethic and the ability to communicate effectively in a structured matrix environment. Highly reliable and works with a sense of urgency and passion to win in overdelivering sales goals.

## WORK EXPERIENCE

### Senior Sales Manager (Convenience and Gas)

PepsiCo

05/2019 - Present

Miami, FL

#### Achievements/Tasks

- Created sales strategy, programming and negotiated and approved contracts for a \$500M revenue Retail Business across 25K retail outlets; outpaced PBNA nationally as #1 independent business growing Revenue +27% for 2020 year, 2020 111% vs. Plan, 2021 105 vs. Plan.
- Developed and led a team of seven Key Account Managers to maximize revenue and profit growth, while building excellent customer relationships across 13 Co-op Key accounts.
- Managed matrix relationships and utilized influence leadership skills to develop and execute local Market contracts across the South Region of the US; selling in +85K incremental shelves to the Pepsi business.

### Key Account Manager (Convenience and Gas)

PepsiCo

08/2017 - 05/2019

Fort Lauderdale, FL

#### Achievements/Tasks

- Developed, negotiated, and executed selling strategy/customer contracts designed to deliver results against annual operating plans and customer expectations for the Florida Independent Business Segment and two Regional accounts, totaling 6.3K outlets, 9M in annual volume and \$135M in annual net revenue.
- Presented on all FL market calls weekly outlining financial performance, progress made against AOP initiatives, and distribution on priority SKUs/innovation.
- Led and influenced all operation and sales locations across FL region including all sales managers and location leaders, acting as a positive influence in driving business results.

### Sales District Leader (Convenience and Gas)

PepsiCo

03/2015 - 08/2017

Pompano Beach, FL

#### Achievements/Tasks

- Demonstrated strong leadership and team collaboration to deliver double-digit topline growth, securing Primary Contracts in major accounts while coaching and developing a team of six Frontline Sales Representatives.
- Maximized volume, revenue and brand performance in a predetermined territory of 500 accounts, which generated \$10M in net revenue: #1 sales territory in FL for year 2016 out of 60 territories.
- Monitored customer buying trends, market conditions, and competitive actions to adjust strategies and achieve sales goals.

### Merchandising Manager (Mass Grocery)

PepsiCo

01/2014 - 03/2015

Tampa, FL

#### Achievements/Tasks

- Coach, led, and developed 25 Frontline Merchandisers; conducted route rides, forecasted and managed labor cost on cost per unit based on volume.
- Successfully executed team's seamless transition of corporate's reorganization model "2P Flex," and achieved an 85 index to plan for merchandising labor.

### Sales Representative (Convenience and Gas)

PepsiCo

07/2012 - 01/2014

Jacksonville, FL

#### Achievements/Tasks

- Responsible for all sales, merchandising, in-store, and outside marketing, establishing new accounts, closing voids, cooler/vendor placements, executional framework and proficiency in P.E.P.S.I. selling skills.
- Grew sales territory volume by 23.6% in a 5-month period, entered "Best of the Best" club for outstanding achievement in marketplace and sales execution; score 96.1%.