

Robert J. Blake, MBA

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Sales Executive with experience and track record of creating and executing strategic sales plans that drive profitable growth among all channels in the food and beverage industry. Strong knowledge of Sales Processes and Team Management. Successful in sales growth and profit management via Sales Process/Structure, Sales Channels, Operational Efficiencies, Procurement, Logistics and Financial Analysis. Proven developer of people, processes, and products to build a culture of continuous improvement across the entire organization.

HOUSE AUTRY MILL'S, INC Four Oaks, NC August 2022 – Present

Founded in 1818, House Autry Mills is a privately held consumer package goods company based in Four Oaks, NC. Core products include seasoned flour blends, seasoning mixes, and condiments/sauces.

Regional Sales Manager – East Coast

- Responsible for direct management of \$11 million in retail grocery sales for House Autry Brands in core markets
- Retailers include Walmart, Sam's Club, Publix, Southeastern Grocers, Ahold-Delhaize (Food Lion, Hannaford, Stop & Shop, The Giant Company & Giant Foods), Harris Teeter, Ingles, and KVAT/Food City
- Wholesale customers include C&S Wholesale, Associated Grocers-AL, Piggly Wiggly Alabama, IRA Higdon, and Mitchell Grocery
- Management of three broker organizations and fourteen business managers to support headquarter and wholesale accounts
- Successfully secured 14,272 points of distribution for new product launch in top 7 customers
- Successfully Implemented three price increases since August 2021 with all customers
- Collaborated with our broker partner to create a custom dashboard for reviewing monthly IRI & Nielsen Syndicated data
- Created at the request of CEO, House Autry's specialty distributor sales strategy for sauces for 2023 growth plans
- On-Boarded sales specialist to support sales team utilizing customer portals and syndicated data

Self-Employed RJB Sales Consulting, LLC January 2021 -August 2022

Sales Consulting to consumer-packaged goods customers based in gulf coast states helping owners focus on four key areas:

- **Sales Strategy**
 - Industry Position
 - Competitive Landscape
 - Value Proposition and Points of Differentiation
- **Sales Model**
 - Sales Coverage
 - Sales Process
 - Rules of Engagement
- **Sales Analysis**
 - Sales goals and Quotas
 - Metrics reporting and dashboards
 - Compensation and Incentive Plans
- **Sales Organization**
 - Defined roles and responsibilities
 - Staffing and hiring plans
 - On-boarding processes

L.H. Hayward & Company New Orleans, LA June 2015 -January 2021

Camellia Brands, Gulf Coast Blenders, & D'Agostino Pasta Company

Founded in 1923, L.H. Hayward & Co is a privately held 4th generation led organization that specialized in dry beans, peas, and lentils under Camellia Brand that is available throughout the United States and Caribbean. In 2018, acquired a specialty dry seasoning/flour blender, Gulf Coast Blenders, that served the food service industry in the gulf south states. The acquisition of D'Agostino Pasta Company came in 2019. This division specialized in handmade pasta using old world techniques to deliver authentic flavors for best Italian food experience.

Director of Corporate Sales

- Expanded Camellia Brand from six to twenty-four states in all channels of trade (grocery, mass, club, food-service, and industrial), delivering a CAGR of +7.6% per year (Pre-Covid)

- Grew Gulf Coast Blenders customer count from 113 to 178 within 9-months of implementing sales strategy and process for custom blending
- Developed E-Commerce business in 2017 and developed to 11% of company sales through web-order fulfillment and various partners included Amazon and Walmart.com
- Key member of the Senior Leadership Team responsible for volume and profit targets reporting to President/CEO
- Crafted and implemented the 5-Year Strategic plan for owners based on internal/external research of Consumer Awareness, Attitude, and Usage of dry bean category
- Led activity-based costing project in 2016 to ensure item level costs and selling price met company targets and P&L Analysis
- Responsible for establishing price points for all items for each subsidiary of L.H. Hayward & Company to achieve profit targets
- Managed marketing budget of \$1.9 million and sales trade budget of \$675k for Gulf South region
- Created B2B sales strategy to influence decision makers at all levels within targeted accounts
- Implemented the scoping of projects, review R&D, manufacturing capabilities, target food costs, and packaging requirements
- Built entire sales, marketing, and research & development team to support organizations growth plans
- Worked closely with finance to implement new ERP platform into the acquired companies (Gulf Coast Blenders & D'Agostino Pasta) without disruptions to customers, including Bill of Materials, Labor, Packaging, and Manufacturing Overhead

DIVERSIFIED FOODS & SEASONINGS Mandeville, Louisiana July 2013 – May 2015

A privately held custom food processor developing and producing proprietary dry seasoning/flour blends and kettle cooked sauces/gravies for the Food Service, Hospitality, and Industrial Processors segments throughout the United States and Internationally.

Senior Director of Business Development

- Directly managed +\$100 million in top line revenue and +\$20 million in EBITA for QSR, Casual Dining, Contract Manufacturers in the U.S., Latin America, the Middle East, and Asia
- Grew EBITA +10.5% and Top Line +13.2% through improved margins via price adjustments, supply chain contracts, and item reformulation while retaining all customers
- Executed C-level penetration with multiple levels of engagement to include directors, CMO's, SVP of Supply Chain, and COO of Distribution and Quality Control
- Negotiated with largest customer in new 20-year supply chain agreement that will generate over \$3 Billion in Top Line revenue over contract for company
- Upgraded 75% of sales and support staff within first six months to align capabilities with customer target segments
- Implemented new business development plan which included Microsoft Dynamics CRM for customer management and sales pipeline visibility

Baumer Foods, Inc.; Metairie, Louisiana May 2011 to July 2013

Since 1923, Baumer Foods has produced and sold the Crystal Hot Sauce Brand throughout the United States and to over 80 countries. Producing over 4.5 million gallons of Crystal Hot Sauce each year in addition to the multiple flavors of sauces produced under private label brands sold in grocery retail and food service channels.

Vice President of Sales & Marketing

- Reporting to President/CEO directly supervised customer service, transportation, in addition to sales and marketing departments
- Managed all volume Forecasts, Trade Spending, Travel Budgets, Pricing/Profit Margins, Customer Analysis, and Regional Reviews
- Introduced new Sales Performance Incentives on Earnings & Sales Objectives that resulted in +30% growth in food service division within nine-months
- Developed and Implemented menu-mention and table-top marketing plan throughout U.S. Market to penetrate new business targets
- Utilized and analyzed market data for Category Management Development
- Implemented a Sales Trade Management process for accountability and profitability by customer
- Worked with Research & Development, Procurement, and Manufacturing departments on innovative flavors and launches
- Coordinated with IT Manager, Assistant IT Manager, Accounting Manager, Inventory Control Manager, and CFO to accomplish software conversion of new ERP

Reily Foods Company New Orleans, Louisiana February 1996 to May 2011

Established in 1902, Reily Foods Company is a family-owned, values-driven business based in New Orleans, one of the world's great culinary centers. The company manufactures and markets a wide range of quality food products sold in grocery stores and restaurants throughout the United States including Luzianne Tea, French Market Coffee, New England Coffee, Blue Plate

Mayonnaise, Swans Down Cake Flour, Wick Fowler's 2-Alarm and Carroll Shelby's Chili Kits, La Martinique Salad Dressings, and Tiger Sauce Hot Sauce

Director of Sales – Alternate Channels; 2007 to 2011

National Sales Manager – Mass Merchandisers & Club Channel; 2002 to 2007

Marketing & Sales Analyst; 1998 to 2002

Key Account Manager: 1996 to 1998

- Managed the planning and execution of all strategic sales/marketing initiatives for 11 brands in the company's highest volume accounts
- Promoted to Director of Sales in 2007 due to performance and implementation of key company sales initiatives
- Served on the Senior Leadership Team overseeing strategic sales plan for Alternate Channels, including defining and measuring key metrics for success
- Created Sales Strategy for new item launch, Luzianne RTD Tea
- Managed trade fund budget of \$3 million for alternate channels
- As Sales Analyst developed matrix for market share tracking against plan for all US Markets for all branded items

EDUCATIONAL BACKGROUND

Master of Business Administration (M.B.A.)

UNIVERSITY OF NEW ORLEANS; New Orleans, Louisiana

Honors: 3.96 GPA

Bachelor of Science (B.S)

UNIVERSITY OF NEW ORLEANS; New Orleans, Louisiana

Major: Business Administration

Professional Training

- *The Thayer Institute: "Leading from Where You Are". Building Competent and Higher Performing Teams. Six-Month Program*
- *Altium Leadership Development, Spencer Horn M.S., CTPC, CSP. How to Use Your Teams Strength at a Higher Level*
- *Vistage International – Key Member Baton Rouge, LA Chapter*
- *Microsoft Office Suite (Excel, PowerPoint, Word, OneNote, Teams)*
- *Process Triage – How to Build Repeatable, Sustainable, and Scalable Core Processes*
- *Salesforce & HubSpot CRM Platforms. Team management of customer relationships and sales pipeline*
- *Real Time CEO. Financial Statements and 24-month budget calendar implementation*