

ROBERT J. HALEY

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Experienced CPG Sales Leader

Trusted Sales leader adept at building a customer base to increase revenue and consistently exceed sales targets. Experienced in developing teams and talent while driving sustainable profitable growth for an organization, whether it be a more intimate family company or a large CPG organization. While recent success has been with a large complex Multi-Step distribution network, my experience is with many retail channels; Inner City(Urban) retail, Food, Mass, Lawn & Garden, Hardware, Drug.

Business Development • Health & Beauty Care • Home Care Cleaners • P&L Mgmt
RGM Focused • White Space / Reverse Logistics • Negotiation • Independent Drug
Entrepreneurial Mindset • Forecasting • Broker Management • Cross Functional Leader

WORK EXPERIENCE

Colgate-Palmolive, Schaumburg, IL & Morristown, NJ

2007 - 2022

Customer Development Team Manager

2012 - 2022

- Led team consisting of direct and broker personnel responsible for over \$100M in Net Sales, as well as a sizable 35% trade spend budget, while growing Average Selling Price by using RGM principles and meeting margin dollars goals each year.
- Led the Colgate National Independent Distributor Channel and proposed and executed realignment of the National distributor region, driving and sustaining Topline sales by 150%.
- Reinvented the National Distributor Network GTM plans which allowed us to be more strategic, resulting in a sustainable increase in profit margin % growth of 1000 basis points(10%).
- Developed internal corporate and entrepreneurial relationships working with 80 direct and 800 indirect accounts to increase sales by \$32M and grow the margin line by 1,000 basis points, winning Colgate's prestigious Hall of Fame award.
- Delivered sales objectives in 30 out of 32 quarters by leading a third-party Broker selling team(16 people), managing ambiguity in a complex channels. 80 Direct distributors and over 800 indirect businesses

Employee Resource Group work

- Power User and trainer on the group which rolled out the organization for the launch of Colgate's new Sales forecast and planning tool (SAP based).
- Developed Colgate's new Onboarding training process(DART), ensuring consistency with learning for all "New Hires" to optimize the chances of success across the organization.

Team Leader Professional Products Group

2009 - 2012

- Managed a team of Research Scientists, Marketers, Direct Sales team, Administrators, Purchasing, Finance, and equipment management for the Redistribution channels.
- Led the team to distribute Professional products to Janitorial Sanitation distributors, Office Supplies outlets (Staples), and (QSR) Quick serve restaurants.

National Account Management**2007 - 2009**

- Managed key national Mass and Food retailer accounts; Kmart and Meijer foods.
- Executed in-store "disruptive" off shelf opportunities which drove Market Share over 10 pts to 52.0 shares for our Dish category, earning Colgate's prestigious Hall of Fame honors.
- Achieved Oral Care share gains through collaboration with the Retail Category Management team driving Colgate's key initiatives in the Mass Channel.
- Drove an RGM mindset to gain Toothpaste growth across multiple consumers' "Need States".
- Launched Colgate's initial introduction of Total Mouthwash in the US.

Penta Equity (d/b/a Wagner's, LLC) Purchase, NY**2004 - 2007****Vice President Sales****2006 - 2007**

- Managed sales teams for Food, Drug, and Mass channel retailers.
- Contributed to a management team ensuring operational and production success, including product reviews, customer service policies, and efficient time management for our sales team.
- Developed and implemented sales plans and forecasts to achieve strategies and objectives.
- Created and managed sales quotas and increased Company gross revenue.

Category Development Manager**2004 - 2006**

- Led management team to evaluate product assortment offering, retail price positioning, brand equity, and brand positioning on the retail shelf.
- Directed product knowledge training for the entire sales team.
- Developed marketing and promotional programs for customer presentations, including Hardware, Food, Drug, and Mass.

WAGNER BROTHERS FEED CORP.**1985 - 2003**

An American company founded in 1894, boasts a rich history as the industry leader in producing and selling premium wild bird food and Pet food products.

- Director of Sales
- Sales & Marketing Manager
- Sales/Customer Service Manager

GARFIELD WILLIAMSON, Jersey City, NJ**1983 - 1984**

A regional Grass seed company selling the "Wonderlawn" brand of lawn care products.

- District Sales Manager

EDUCATION

Long Island University at CW Post, Greenvale, NY**Bachelors of Science, Marketing****Farmingdale SUNY College, Farmingdale, NY****Associates of Science, Business Administration****TECHNOLOGIES & PROFESSIONAL DEVELOPMENT/AWARDS**

Colgate's Hall of Fame Award – 3x 2008, 2011 & 2019**Technologies:** Microsoft Suites, Google Suites, SAP, AC Nielsen, IRI, Microsoft Office**Professional Development:** Development Accelerated by Readiness & Training