

SHANE L. SHELDON

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SALES & MARKETING

Business Development / Strategic Planning / Sales Growth

Lead strategic development and deployment of successful sales programs for both Fortune 500 and Startup companies, creating increased market share and stakeholder value. Proven track record as individual top performer and strong team leader who builds new markets and expands existing relationships. Exceed targets in highly competitive consumer products industry.

Demonstrates analytical and problem-solving skills by identifying sales gaps and providing solutions while leveraging market share data. Excels at communicating and strategizing vertically and horizontally in matrix and divisional organizations. Drives delivery of innovative consumer goods through multiple channels, advancing leadership in industry categories while managing operating budgets and sales-driven P&L. Areas of expertise include:

- Sales/Contract Negotiations
- Sales Team Leadership/Development
- Strategic Market Planning & Penetration
- Account Management
- Product Development/Introduction
- Budgeting/P&L Controls
- Trade Show Planning
- Promotions/Merchandising/Trade Spend

PROFESSIONAL EXPERIENCE

NAPJITSU LLC.- RED BUD BRANDS, *Austin, TX*

2021-Current

Sales Specialist, Head of Strategy

- Napjitsu is a line of supplements that support sleep recovery, natural energy boost, and focus through nootropics and corticoeps. This role reports directly to the founder of the brand, and oversees a team of sales and the broker/distributor network
- Launched with GNC, Vitamin Shoppe, and the Austin Texas/Los Angeles market 7-Eleven franchisees to test the brand with targeted consumers. Partnered with Sprouts to create products for a biohacking assortment in the wellness set
- Launched September 2021, 35% Repeat purchase, \$33+ AOV

OCEAN SPRAY CRANBERRIES, INC., *Lakeville, MA*

2020 - 2021

Go-to-Market Specialist, Growth Hacker – Lighthouse Incubator (*closed during COVID*)

- Reported to the Director of Sales Strategy. Tasked with building relationships in markets and in new channels/segments to expand Ocean Spray's portfolio
- *CarryOn CBD functional beverages*- verified a reputable CBD sourcing company, vetted out a copacking partner with the capabilities and health/safety certifications required, and identified the micro market to launch in as Denver, Colorado. Connected with local and national distribution for the brand to scale with. Launched with 33 Sprouts Farmers Markets in Colorado.
- Sales lead for: *Dabbly*, supplements (Drug/Mass) Austin, Texas, *Tally-Ho*, canine targeted water enhancer (Pet boutique) Boston, Massachusetts, *Atoka*, a line of herbal plant-based beverages (Club) formulated to fit Costco's consumer profile, B1U, functional water (Drug/Mass) found in select Target and CVS stores

THE PROBAR, Salt Lake City, UT (*Working remotely in Boston, MA*)

2017 – 2020

Senior Business Development Manager- East

- Responsible for the sales growth and strategic goals for the Natural Grocery, E- Commerce, and Drug channels located on the Eastern half of the United States.
- Developed and managed relationships/business with key partners including (but not limited to): Amazon, Whole Foods, Earth Fare, HEB, Publix, The Fresh Market, Ahold/Delhaize Group, CVS, and the NY Metro Market. Calling on both ambient, and dairy/refrigerated buyers.
- Oversaw our national broker partner Presence Marketing while working with key distributor partners UNFI, and Kehe.

FAGE USA DAIRY INC., Wellesley, MA

2014 - 2017

Business Manager, National Accounts

- Led implementation of strategic models to develop E-Commerce and increased NY Metro market share.
- Managed business with key retail partners, including (but not limited to): Whole Foods, The Fresh Market, New York Metro distributors, Delhaize, Shaws/Star Market, Fresh Direct, Costco and Amazon Fresh.
- Grew assigned book of business 26% over prior year to \$58M in 2017.

COOL GEAR INTERNATIONAL, Plymouth, MA (*Acquired by Igloo*)

2010 - 2014

National Accounts Manager, Sporting Goods and Premium Accounts (2013-2014)

- Managed \$20M of business with Key retail partners: Dick's, Sports Authority, Academy Sports, Fanatics, Target, Kohl's, Office Max, Spencer Gifts, and SeaWorld.
- Oversaw the contract negotiations for Universal Studios, Collegiate, and Mossy Oak camouflage licensing to expand the Cool Gear portfolio across new and existing channels of business.

Company Sales Representative (*Sigg North America, acquired by Cool Gear*) (2010-2013)

- Managed \$750k of Swiss stainless-steel water bottle distribution in Natural Grocery: Wegmans, Wholefoods and Outdoor Sporting goods (REI, Eastern Mountain Sports, and BIG 5).

FRITO LAY INCORPORATED, Fairfield County, CT/ Saratoga County, NY

2005 – 2010

District Sales Leader, Large/Small Formats (2007-2010)

- Managed a team of 8 Bulk route personnel in Fairfield and New Haven County, Connecticut.
- Negotiated the Nation's Largest Superbowl display in 2008 garnering national media attention.
- 2006-2008 Managed a team of 11 Small format "up and down the street" route personnel.

District Sales Leader Designate (2005-2006)

- Named the Northeast Region's "Rookie of the Year" out of 32 district sales leader designates.

CONSULTING EXPERIENCE

- **ELEMENTAL BEVERAGE CO., Watertown, MA** **2019-2020**
Snapchilled Coffee
- **TRUFF HOT SAUCE, Newport Beach, CA** **2019-2020**
Truffle infused sauces, oils, and condiments
- **COCONUT COLLABORATIVE, Manhattan Beach, CA** **2018-2019**
Coconut based yogurts and desserts
- **WITHINGS, Inc., Cambridge, MA/Paris, France** **2016-2018**
France based consumer electronics health company

EDUCATION

Bachelor of Science, Business Administration

Concentration: Sales/Marketing

EASTERN CONNECTICUT STATE UNIVERSITY, Willimantic, CT

PROFESSIONAL SKILLS

Industries: Retail, Manufacturing, Wholesale, Logistics, Public Relations, Marketing, CPG Sales

Technologies: MS Word, MS Excel, MS Outlook, MS PowerPoint, Adobe Photoshop, Adobe Illustrator, eCRM, SAP, Sales Force, Nielsen, Spins