

Kevin J Hohman

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Professional Experience

Alpha Baking Co.

2012-2022

VP-D.S.D. Sales Chicago, IL

2017-2021

Managed Sales/Operations for fresh bread bakery over 7 Midwest states including 17 distribution locations producing \$130 Million in yearly sales.

- Directed staff of 3 Regional Managers and 13 Sales Representatives to establish market sales plans and K.P.I .objectives resulting in 8% increase in sales in 2018-2020.
- Coordinated goals with market operations team to drive route sales average to \$10k weekly, an 15% increase.
- Conducted S.K.U. rationalization yearly eliminating low volume products saving 4% in labor payroll and reducing distribution cube.
- Member of executive team collaborating on weekly staff meetings to evaluate financial progress against goals, sales pipeline, and production challenges.
- Championed headquarter sales calls to introduce new products, conduct business reviews, and negotiate price and margin.

Regional Sales Manager

Indianapolis, IN

2015-2017/2021-2022

Actively managed 5 market territories across 3 states with \$14 Million in yearly sales.

- Established two new sales distribution markets increasing sales by 3 M yearly.
- Developed new product to penetrate new account resulting in 600 K in sales.
- Teamed with 3rd party distributors to drive new customer additions and increase purchases 12%.
- Motivate and train 3 market sales representatives to achieve 15% increases in sales over two years.

Sales Manager

Indianapolis, IN

2012-2015

Established sales and operational changes to increase market penetration while saving product waste of 3%.

- Increased yearly sales through cold calling and market knowledge from 2.1 M in 2012 to 4.4 M in 2015.
- Spearheaded RFP responses resulting in additional 7 C&U accounts

Education Cincinnati Community College