

SHELLEY CADE

St. Louis, MO 63129 | 314-518-1614 | shelleycade63@gmail.com | LinkedIn: [Shelley Cade](#)

EXECUTIVE SUMMARY

Innovative, solutions-oriented sales leader with a successful track record in business development, marketing strategy, and revenue growth programs within the highly competitive grocery industry. Growth-minded professional and creative problem solver with reliable experience in forming strategic network partnerships, building dynamic sales teams, and executing omnichannel brand development campaigns. Highly motivated to apply team leadership and critical thinking skills to impact a customer-focused company through a dynamic role.

SKILLS & CORE STRENGTHS

- Business Development
- Sales & Marketing Strategy
- Sales Operations
- Partnership Building
- Product Marketing
- Digital Advertising Campaigns
- Brand Management
- Brand Development
- Training & Development
- Vendor Management
- Account Development
- Strategic Business Planning
- Interpersonal Skills
- Team Leadership
- Consultative Selling Strategies
- Contract Negotiation Skills
- Sales Process Improvement
- Pricing Analysis & Strategy

PROFESSIONAL EXPERIENCE

WILLERT HOME PRODUCTS

St. Louis, MO

Director of Sales: Grocery Channel

01/2010-Current

- Oversee a **\$7M** sales distribution channel of **40+** grocery wholesalers/accounts, including C&S Wholesalers, UNFI, Ahold/DehlaiZe, Ingles, and KVAT.
- Spearheaded business development initiatives, category analysis, and revenue growth strategies to grow book of business by **55%** throughout the role.
- Revamped distribution programs to achieve a **74.6%** increase in average SKUs per account .
- Created a company e-commerce function by selling products on Amazon/Walmart websites, earning **\$100K** sales in year 1, and realizing **\$1.8M** in revenue by 2021.
- Delivered reliable sales leadership to independent broker network and company stakeholders, which played a role in the company growing by **\$50M** throughout tenure.
- Formulated sales & marketing strategy by analyzing a proper mix of products based on history and Nielsen data.
- Partner with Brand and Trade Marketing teams to initiate marketing programs, digital advertising campaigns, and value-added customer retention strategies.
- Strengthened brand awareness by managing/attending trade show events, including International Housewares Show.

WILLERT HOME PRODUCTS

St. Louis, MO

Marketing Director

01/1998-01/2010

- Established a strong online presence by developing all content for the company website, including product descriptions and SEO optimization.
- Orchestrated marketing program for Ty-D-Bol re-launch by facilitating social media advertising campaigns, designing landing page, outlining SEO strategy, and utilizing pay-per-click marketing.
- Build and implement brand development programs by organizing promotional events, forming sponsorship agreements, and managing community-related activities.
- Administered product marketing initiatives by optimizing packaging design, print & media advertising, and trade shows.
- Implemented continuous improvement by developing quarterly sales plans, brainstorming new sales strategies with cross-functional teams, and revamping product displays/sales materials.

WILLERT HOME PRODUCTS

St. Louis, MO

Customer Service Representative

08/1985-01/1998

- Provided reliable support to sales & marketing teams to achieve departmental objectives and consistently grow revenue.
- Leveraged customer service skills to quickly address customer inquiries, resolve account issues, and approve transactions.
- Served as a critical liaison by strengthening communications/workflows between departments.
- Conducted key sales support activities by processing orders/applications/requests and maintaining/updating project database.
- Formed and delivered sales presentations to solve customer needs.

UNITED STATES NAVY

San Diego, CA

Petty Officer: Third Class

02/1981-02/1985

- Operated as a Sales & Services Division Retail Services Specialist by coordinating shipboard retail activities, overseeing vending/cash collection machines, and managing ship stores.
- Headed inventory management by monitoring merchandise levels, tracking items entering/leaving store room with handheld scanners, and reporting damaged/spoiled goods.
- Directed sales & service operations by developing marketing strategies for ship stores.
- Performed Basic Military Training, Fire Science, Seamanship, and Small boat Operation.

EDUCATION & CERTIFICATIONS

SOME COLLEGE (NO DEGREE): MARKETING CERTIFICATE (64 CREDIT HOURS)

Webster University, St Louis, MO

MICROCOMPUTER PROGRAM

University of Missouri - Columbia, Columbia, MO

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

- **Global Market Development Center Advisory Board**, *American Marketing Association*
- **Member**, *American Marketing Association*
- **Member**, *ECRM National*
- **Attendee**, *Housewares Show*

HONORS & AWARDS

- **Top Women in Grocery Award**, *Progressive Grocer*
- **Commanders Award**, *United States Marine Corp Reserve*
- **Civilian Coordinator**, *St. Louis Toys for Tots*
- **Proud to Serve Award**, *Fox 2 News / Brown & Brown*
- **Gold Trefoil Award**, *Girl Scouts Eastern Missouri*