

STACY MURPHY

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NATIONAL ACCOUNTS MANAGER

Highly Motivated to Drive Sales and Positive Consumer Results

Customer focused, driven National and International Account Manager with 15+ years of sales experience within the foodservice and retail meat trade industry. Adept at working with large national chain accounts, including WalMart, Sam's Club, and Costco. Proficient in logistical side of sales, including IRI data analysis.

Track record of performing in fast-paced, dynamic environment. Team oriented with strong critical thinking and problem solving skills. Committed to successfully resolving all customer issues.

✓ Successfully increased service level 25%+

✓ Managed \$300M in deli poultry business

✓ Drove poultry sales growth for Sam's Club and Costco

EXPERTISE

- Account Management
- Sales and Revenue Growth
- Protein Product Management
- Broker Partnerships
- Retail Link, IRI, Salesforce
- Customer Service and Relationships
- Cross-Functional Collaboration and Teamwork
- Microsoft Office (Word, Excel, PowerPoint)
- Written and Verbal Communication Skills

PROFESSIONAL EXPERIENCE

Kerry Taste & Nutrition (Springdale, AR)

2020 -2022

Account Manager

Conducted existing account maintenance and drove sales growth for the Tyson Foods account. Used Salesforce to manage accounts.

Tyson Foods, Inc. (Springdale, AR)

2001–2019

International Sales – Club Channel, 2014–2019

Conducted existing account maintenance and drove sales growth for international club channel, including Sam's Club and Costco across Mexico, Puerto Rico, Canada, Europe, and Pacific Rim. Developed and executed growth strategy for all proteins, including fresh, frozen value added, refrigerated, and shelf stable products.

- Increased service level from ~70% to 95%+ and awarded \$1.8M Costco Mexico ham business.
- Served as subject matter expert for in-country and import regulations for 5+ countries.
- Educated 9 business units and innovation teams on cultural, monetary, and political influences and how these factors impact sales and growth opportunities.
- Contributed to development of 6 new products.

National Account Manager – Sam's Club, 2012–2014

Directed product management, innovation, and sales for expanded fresh, Home Meal Solutions (HMS), and cooler areas. Collaborated with business units to develop and adapt products in alignment with organization's vision for growth. Strategized unique product offerings for club members.

- Worked closely with 6 marketing and sales strategy team members to gather analytical data for buyers and business units in order to better inform their decisions and support mutual growth objectives.
- Developed new sauced rib and sandwich programs.
- Awarded pepperoni business (3M pounds) for Sam's Club food courts.

Account Executive – WalMart, 2011–2012

Led sales and management for hot deli and prepared foods. Performed contract management, innovative product development, and project launches and implementation. Conducted regular sales calls and communication with customers, inclusive of market and category information, business updates, and category recommendations. Demonstrated in-depth knowledge of ASPECT and Retail Link.

- Managed \$300M in deli poultry business.
- Developed successful new deli product.

Regional Customer Development Manager – Deli, 2001–2011

Managed sales growth and customer development. Oversaw all duties related to territory management, including deduction management, broker reviews, customer program development and management, and headquarter calls. Partnered with marketing department to develop creative retail promotions with goal of enhancing existing business and generating new business.

- Oversaw 7 brokers covering South-Central U.S. region.
- Managed 6 key accounts, including H-E-B, Kroger, and Albertsons.
- Grew H-E-B deli poultry business 11%.
- Collaborated with Operations and Research and Development to develop 5+ products customized to meet needs of customers.

Other Professional Experience

Corporate Sales Manager – New West Foods (Denver, CO)

- Assisted in development and of new and unique product line with 3+ major retail chains across U.S.
- Conducted headquarter presentations nationwide and developed successful marketing strategies.
- Managed 12+ brokers.

Strategic Account Manager – KASCO Corporation (St. Louis, MO)

- Managed 5+ national accounts for U.S. region.
- Owned responsibility for driving new product line sales.

EDUCATION

Bachelor of Science, Animal Science
Texas A&M University (College Station, TX)

AWARDS

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| • Salesperson of the Year, Associated Grocers
Baton Rouge, 2005 | • Salesperson of the Year, Brookshire Brothers, 2003 |
| | • Outstanding Achievement in Growth, 2002 |