



TABATHA M. BELL

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Summary

Sales professional with demonstrated experience providing relationship management and negotiation support in the consumer product goods industry. Adept at identifying key customers and developing business strategies to drive significant sales growth. Proven ability to exceed sales forecast while maintaining established budgets. Core competencies include:

- Sales Forecasting
- CAS, Siebel, Account Review, Accenture Expertise
- Documentation and Reporting
- Microsoft Office
- Problem-Solving
- Goal Setting
- Relationship Building
- Customer Relationships
- Cross-Functional Collaboration
- Data Analytics

Experience

Post Consumer Brands

Senior Account Manager

04/2007- 06/2022

Managed 18+ million in sales over several key accounts throughout US: Affiliated (AWG), Roundy's (Kroger), Woodman's, Certco, Supervalu (UNFI), Shopko and other accounts throughout Mid-West and Mid-Central region.

- Implemented strategies and developed presentations that increased sales, item count and brand shares.
- Executed sales plans that grew the region over 8 million in 7 years.
- Enhanced critical business relationships with the customer's key decision makers by conducting top-to-top presentations that resulted in critical initiatives.
- Managed and developed brokers to ensure proper retail execution.
- Executed several successful new items launches and planning sessions to develop strategies that continue to grow market shares.
- Brands: Honey Bunch of Oats, Barbara's Organic, Puffins Organic, Malt-O-Meal Hot, Raw Organic Oats, MOM Best, Malt-O-Meal Bag Cereal, Pebbles, Great Grains, Grape Nuts and Better Oats.

Sara Lee Corporation

Business Development Manager, Roundy's (Kroger)

2005-2007

Directed the DSD bread division 12+ million in sales both Private Label and Branded, secured category captainship.

- Achieved growth of 7.5%.
- Secured all the private label business at Roundy's that further enhanced the branded share of shelf.
- Developed and executed sale plans to achieve corporate objectives.

- Conducted retail meetings and weekly conference calls to further educate our sales staff on proper retail execution.
- Developed a deeper understanding of the DSD business.

Acosta Sales and Marketing

Business Manager

1998–2005

Direct Account Executive responsibility for: Bel-Kaukauna (dba Bel-Brands), Heinz, Kellogg's, Land O Lakes, Cole's Garlic Bread, Sara Lee Frozen Bakery and Hain Celestial.

- National Broker of the Year – Bel-Kaukauna (dba Bel-Brands) Cheese for 4 years.
- Developed sales plans to grow client market share within budget.
- Created and executed new item launches, marketing objectives and developed various customer programs that exceed manufacture's objectives.
- Coles Garlic Bread-Broker Advisory Board.

Allison's Animals

Broker, Founder & President

1996–1998

- Marketed and developed a Pet Care business, earned triple digit growth in two years and then was successfully sold.

Otto L. Kuehn (Advantage Sales & Marketing)

Supervalu Team Lead & Account Executive

1992–1998

Performed direct account calls and business management at Supervalu – Midwest Division.

Account Executive responsibility for: Dow Brands, Star-Kist as well as other large manufactures.

- Analyzed syndicated data and other marketing information to maximize growth opportunities, sku rationalization, and line-extensions.
- Negotiated slotting dollars and advertising costs, thus reducing introduction expenses.
- Negotiated suggested-retail-price structure for everyday and promotional opportunities.

Tenser, Phipps & Leeper Inc

Territory Supervisor

1990-1992

Education and Training

University of Wisconsin | Milwaukee

2005-2006

University of Wisconsin | Milwaukee

1990-1991

Stratton College | Milwaukee, Wisconsin

1988-1989