

Wasim Altayyan

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SUMMARY

Performance driven CPG commercial expert with 15 plus years of experience, proven track record in obtaining market share in new markets and delivering profitable results in existing markets. Organically integrates in cross-disciplinary teams and aligns objectives to deliver corporate value. Able to build relationships with multiple stakeholders and lead cross-functional teams. Recognized for commitment and leadership to oversee the P&L and personnel of multiple business units.

AREAS OF EXPERTISE

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|---------------------------|-------------------------------------|------------------------------------|
| - P&L Management | - Sales and Distribution Management | - Budgeting and Expense Control |
| - New Product Development | - Business-to-Business Sales | - Trade Marketing Management |
| - New Product Launches | - Contracts/Negotiation | - Staff Development and Motivation |
| - Stock Management | - Customer Relations | - Presentation and Training |
| - Supply Chain Management | - Key Account Management | - International Sales |

PROFESSIONAL EXPERIENCE

American Trading International Inc.

Director of Sales

August 2019 – Present

- Manage global P&L of \$68M and improved profitability by 2.5 percent while sustaining/expanding profitability in each region; profitability increases were also achieved during the pandemic with budget target beats in both revenues and profits.
- Lead and manage an expansive sales team to oversee customers with a product portfolio of 1,000+ SKU's.
- Developed 120 new products and launched them in several international markets, including private label customers. Product categories included: Peanut Butter, Peanut Butter & Jelly, Salad Dressings, Croutons, Pie Fillings, Seasonings & Spices, Salad Toppers, Mustard, Ketchup, Mayonnaise, Cheese Sauce, Syrups, Pasta, Jalapenos, Sauces, Bread Crumbs, Parmesan Cheese, Popcorn, and other consumer packaged goods.
- Oversee Sun-Maid, Blue Diamond and Bragg through a wide network of distributors and retailers; responsibilities included appointing new distributors, negotiating contracts with the distributors, developing the trade marketing plan and launch plans that required leveraging existing and prior professional relationships.
- Led, grew, and diversified the sales & marketing team by 150 percent after creating the foundation of the department's responsibilities including the mentorship and coaching of staff (despite COVID's challenges and the swift move to the remote working environments); team adjustments led to improved productivity and well defined responsibilities for each teammate with a focus on interpersonal strengths in core workflow competencies; leadership changes led to the promotion of 60 percent of the team members to higher capacity roles given a strategic company-wide focus to develop internal talent.
- Penetrated four new regions with the company's core brands and achieved \$6M of revenue within the first year of entry.
- Acquired new brand for international exclusive distribution and contributed to acquisition process of three other brands.
- Created, developed, and implement a new order management planning system which resolved the supply chain stress and resulted in meeting the demand surge in a timely manner and contributed to a significant growth of the business.

Fresh Del Monte Produce Inc.

Marketing Manager

April 2018 – July 2019

- Improved the ROI on several projects by 30 percent hence a reduction in marketing budget and optimization in KPI metrics.
- Led and managed the fresh cuts and juices business lines by appointing new distributors, negotiating contracts with the distributors, developing and optimizing the distribution model, managing the transition, developing the trade marketing plan, managing the distributors, and training the distributors' sales and the merchandising team.
- Led the annual sales forecast, involving a constant refinement of the year-to-go sales target, and executed the orders to the production facilities on a weekly basis.
- Initiated and managed four product developments which increased sales revenue for the fresh cut business line by 10 percent.
- Rationalized the existing products portfolio and improved profitability while maintaining revenue growth.
- Managed the brand and its communications towards the targeted consumers which involved the optimization of the marketing budget.

Global Food Group

Sales & Marketing Director

September 2016 – March 2018

- Developed the CPG business unit sales and marketing strategy that required building a sales and marketing team consisting of twenty-eight national sales, export, and marketing teams.
- Built and developed three new brands from start to launch which increased sales revenue by 55 percent.
- Oversaw the sales forecast and orders from factories hence reduced stock level and improved stock rotation.
- Expanded the national distribution to 350 sales points in the retail and foodservice distribution channels.

Best Foods

Director of Sales

December 2013 – August 2016

National Sales Manager

September 2012 – November 2013

Senior Brand Manager

June 2009 – August 2012

- Oversaw P&L of \$110M, strategic planning, business development, sales forecasting, trade marketing, pricing, training, and hiring for all distribution channels in the domestic market as well as seven distributors in the international market.
- Managed a team of 98 people (six managers and operational support staff of 90+ personnel), restructured the sales divisions to outperform while developing new sales system reports to analyze on-going business profitability.
- Managed the domestic national sales operation that met annual sales target in excess of \$7M. Improved the profitability of the domestic distribution of the imported brands by focusing on the stock management and following the right ordering lead time per manufacturer.
- Maintained a minimum of 15 percent year-over-year growth rate for three years and increased the sales of several markets by or up to 25 percent within one year. Acquired several new distributors and adjusted relationships with existing ones for optimal inventory management and profitability and improved the international sales division gross profit margins by 6 percent.
- Launched more than 5 new brands successfully and penetrated the market with one of the brands and achieved a 25 percent market share within two years.
- Created a reputation for building and retaining motivated sales teams, distributor networks, and principals' representatives (manufacturers). Improved service level to the customers/ supply chain efficiency to 92 percent that resulted in improved team collaboration and loyalty; maintaining 99 percent retention rate.

QNI

Brand Manager

August 2007 – May 2009

- Managed brands such as Green Giant, Betty Crocker and McCain. Achieved 27 percent sales growth for allocated respective brands and launched two new brands successfully. Developed and managed a P&L for each brand in allocated portfolio versus a total business P&L. Managed the sales forecast, stock inventory turnover, and orders with the manufacturers.
- Developed the trade marketing activities with the principals and implemented them with the sales team by ensuring sufficient stock inventory to achieve the planned sales growth. Also developed a new budget along with a marketing plan for some brands with the principals' consent.

EDUCATION**Higher Institute of Business Administration**

Bachelor of Business Administration with double major in Marketing and International Trade

2002- Graduated: **August 2007**