

# KEVIN WHITE

## Consumer Packaged Goods Industry Leader

### PROFESSIONAL SUMMARY

Results-driven consumer packaged goods, customer centric team leader with over ten years of experience in long-term strategy planning and execution, P&L management, process improvement, operations, product development, and change management. Committed to protecting the corporate vision and values while producing an engaged, inclusive, and diverse team.

### CONTACT

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[LinkedIn Profile](#)

### EDUCATION

Bachelor of Science | Business

Master of Science | Operations

*University of Arkansas*

### EXPERTISE

Net Revenue Management

Sales Operations

Long Range Planning

P&L Management

Category Management

Thought Leadership and Strategy

### SKILLS

Problem Solving

Coaching and Development

Decision Making

Relationship Building

Technical Knowledge

Self-Starter

Inclusivity

### EXPERIENCE

#### Sales Planning Team Lead

*The Clorox Company | Remote | 2021-Present*

- Led the development and deployment of strategic business plans tied to delivering long term business objectives including market share, top and bottom line growth as well as trade efficiency targets for out Burt's Bees and VMS brands (\$600M+)
- Led the development and implementation of a new trade fund program that resulted in driving +370bps improvement to gross margin
- Led the sales function through an ERP system overhaul by influencing cross-functionally, and successfully leading a team in training and implementing to the field with the sole purpose of increasing spend visibility and effectiveness
- Developed, motivated, and managed a team of 17 to create operational excellence for our very lean, but effective sales organization
- Headed the Drug, Natural, Grocery, White Space, and International channels go-to-market strategy using a GM mindset and strategic influence to work broadly across finance, marketing, and the field
- Served as the main source of expertise to educate and influence Net Revenue Management practices to drive an optimized trade plan
- Leveraged background in supply chain to serve as liaison between our logistics team and field sales team to effectively communicate issues and remedies to our customers

#### Category Team Manager

*The Clorox Company | Walmart | Condiments 2018-2021; Homecare 2016-2018*

- Implemented an assortment reduction test to maximize efficiencies, and create a simpler shopping experience. Resulted in 40% reduction in touches, and 8% increase in sales

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### LEADERSHIP STRENGTHS

Builds Partnerships

Collaborates

Authentic

Intellectually Curious

Enables and Motivates

Innovates

### AWARDS

‘Learn and Lead’

Top leaders at Clorox

*The Clorox Company, 2020*

Category Manager of the Year  
(of 27 peers in the company)

*The Clorox Company, 2018*

Supplier of the Year – Walmart  
(for work done on project I led)

*The Clorox Company, 2013*

### PERSONAL INTERESTS

Enjoying outside with family  
and friends

Playing golf and team sports

Traveling

All things music / podcasts

Volunteering / charity events

### CONTINUED

- Grew our Hidden Valley share of assortment +120bps, and our share of shelf +1,250 bps by influencing Walmart to pursue shelf ready packaging
- Used insights and shelving tools to implement a trade up strategy; by placing bigger sizes of Hidden Valley in prime shelving we drove category growth \$ +24% YOY, and Hidden Valley \$ +62%
- Led strategic planning of an aisle reinvention project from ideation to in-store all under 12 months. Gained senior leadership praise and resulted in full store expansion nationally at Walmart and other retailers
- Used consumer insights and data to recommend internally to create a 4x35 pack of wipes, which was eventually sold in and placed in prime shelving and drove the category \$ YOY +35% and Clorox wipes \$ +86%. Resulted in expansion of larger pack offerings across Mass and Club

### Sr. Category Analyst

*The Clorox Company | Walmart / Sam’s Club | 2015-2016*

- Enabled sales growth for Walmart / Sam’s Club and Clorox by delivering business opportunities through strategic analysis of syndicated data and insights.
- Promoted new sales and reporting capabilities by becoming resident expert and leading organization wide classes, and 1:1 education
- Successfully led the sell-in of Glad Trash bags to 400 clubs by developing and presenting an influential story using consumer data and insights

### Supply Chain Manager

*The Clorox Company | Walmart / Sam’s Club | 2012-2015*

- Responsible for developing and fostering the business relationship with Walmart’s Replenishment Managers across 9 departments, and effectively influencing them to gain support on key replenishment strategies to maximize OSA and reduce WOS
- Served as supply chain lead on our Walmart eComm business, where I developed and implemented a forecasting and ordering system that automatically predicts / suggests orders
- Intense focus on driving cost out of the supply chain through project management and implementation:
  - Over \$200k in cost saving with 3rd party co-pack process streamline for collect and competitive bidding
  - Effectively performed a lead-time audit and reduced SCR fines from Walmart by 50% (\$100k) compared to previous year’s fines