

Charles J. Leclerc, MBA

400 West Ontario St, #603, Chicago, IL, USA 60654 | charles_leclerc@outlook.com | +1 (612) 600 4044

Objective

I'm an experienced business manager (10 years) with a strong aptitude for big data analysis, relationship building, and navigating through the big picture. I am keen on expanding my scope of responsibility in an ambitious organization.

Professional Experience

Red Bull

Regional Account Manager, National Accounts – Albertsons Banners, Chicago, IL, USA | January 2021 – July 2022

- Managed business with 4 Albertsons Divisions on behalf of Red Bull; Denver, Jewel Osco, Shaw's, and MidAtlantic.
 - Top performing accounts for Red Bull at Albertsons in 2022 in terms of \$ % growth and category share.
 - Grew in-store assets/presence via incremental cold & warm permanent placements, and main space gains.
- Managed distribution partners (DSD) to fully execute all operational activities for product placement down to store level.
- Wired with all customer stakeholders (VPs, Buyers, DMs, CSOs, Store Directors) to sell-in and execute initiatives.
- Managed budgets, trade spending, promotional/incentive programs, and volume forecasts to reach targets (P&L).
- Built and executed annual business plans to grow profit, volume, and share. Accountable for meeting designated targets.
- Determined thought leadership via insights for stakeholders to promote growth across the business.

Danone

Account Manager – Albertsons (Safeway) Account, San Jose, CA, USA | November 2017 – January 2021

- Managed business with Albertsons Safeway's home office on behalf of Danone.
- Managed trade spending, promotional programs, and spending across categories to reach targets (P&L).
- Built and executed the strategic customer plan to grow the business. Accountable for meeting projections and targets.
- Determined thought leadership and insights to drive growth for both the category and Danone's business.
- Gained +16 items in distribution for Danone within the Refrigerated Dairy department for 2020.
 - Achieved baseline sales growth of an additional \$7 million (+15%).
- Inspired a new strategic vision for the Yogurt category in 2018; prioritized a different assortment strategy on my account which established the first major "plant-based destination" in the category at a key mainstream grocer. My strategy eventually became a company mandate which was executed in 2019 across all key accounts, nationally – including Walmart.

Sr. Business Analyst – Walmart Account, Bentonville, AR, USA | July 2015 – November 2017

- Partnered with Walmart's HQ to strategize one of the store's most complex and dynamic categories; actively participated in Customer Meetings.
- Solely managed all of Groupe Danone's Business Analysis at Walmart in the United States.
 - Supported Sales, Retail Execution, Finance, Marketing, and Supply Chain teams.
- Strategized, planned, executed, and monitored commercial activities on the account with cross-functional team.
- Researched and formulated actionable insights that delivered growth beyond the brand teams' vision; whether it be immediately actionable with the current portfolio, or via the request to develop new products.
 - Collaborated with Walmart's HQ to execute tests in order to discover optimizations on the account.
- Developed and managed mainstream reporting pertinent to our account that is utilized by the entire corporation, globally.
- Managed promotional pricing infrastructures internally and at Walmart (EDLPs, Forward Buys etc.).
- Managed a rolling forecast of the business to plan our performance and expected revenues with a cross-functional team.

Campbell Soup Company

Business Analyst, Sales Development Program – Sam's Club Account, Bentonville, AR, USA | January 2014 – July 2015

- Managed Campbell's Business Analysis for Soup, Beverage, Mexican Sauce, Italian Sauce and Canned Pasta at Sam's Club.
- Collaborated internally and with Sam's Club HQ to grow and strategize the business in recurring meetings.
 - Provided granular stock analysis for features and one-time buys.
 - Received top vendor award from Sam's Club for the validated precision of my work.
- Developed, published, and presented sales analysis of Campbell's portfolio at Sam's Club.
 - Unlocked greater distribution for brands in a budgeted SKU environment via comparative market analysis.
- Identified opportunities to increase Retail pricing while maintaining unit velocities via price elasticity analysis.
- Managed Demand Planning for Campbell's portfolio at Sam's Club.
 - Completely renovated Demand process; developed new, accurate, and user-friendly file for forecasting.
- Performed category analysis via syndicated data (IRI) to establish market, account, category, and shopper profiles pertaining to our account. Utilized such analysis in various scenarios to recommend the push of our portfolio via incontestable data in a very limited and competitive SKU environment.

3M Company

Business Analyst – Sam’s Club Account, Bentonville, AR, USA | June 2013 – January 2014

- Managed 3M’s Business Analysis for all its categories at Sam’s Club.
- Participated in monthly business plan meetings with Sam’s Club buyers to strategize the business.
- Developed and published weekly POS Report of all 3M Consumer products at Sam’s Club for senior leadership teams.
- Developed analytical tools such as feature trackers and out of stock templates to monitor sales and inventory.
- Developed and managed Demand Plan for forecasts used internally by the Sales Team, Customer Service, and Supply Chain.

Business Intern – Government R&D Contracts, St. Paul, MN, USA | June 2012 – August 2012

- Analysed competitive agreements from the Department of Energy and the Department of Defense to help 3M capitalize on government R&D contract opportunities (for funding) to gain exclusive industrial rights while developing new technology.
- Incorporated the use of customized Hoshin Kanri Strategy Deployment tools onto department plans and operations.
- Created user-friendly project management interface on SharePoint to strengthen clarity and accountability.
- Reconciled vital contractual information from retiring database to permanent management records.

Education

MBA - Master of Business Administration | Santa Clara University Leavey School of Business, CA, USA | Mar 2018 – Mar 2020

- **Concentration** in Marketing | **Specialization** in Food Innovation & Entrepreneurship

Bachelor of Science, Global Business | University of Redlands, CA, USA | Sep 2009 – May 2013

- **Semester Study Abroad** | Universidade do Sul de Santa Catarina, SC, Brazil | Fall 2011

High School Diploma | Edina High School, MN, USA | Sep 2006 – June 2009

- **Semester Study Abroad** | Asuka Senior High School, Tokyo, Japan | Fall 2008

Professional Skill Set

Hard Skills

- **Database Creation & Management, Data Mining & Modelling, Data Visualization, Actionable Insight Interpretation (Analysis), Strategic Development, Budget Management (P&L), Product Knowledge, Presentations, Client Engagement, Contract Negotiation, Forecasting, Research & Learning**

Soft Skills

- **Critical Thinking & Problem Solving, Commercial Awareness, Relationship-Building & Selling, Listening, Time Management, Storytelling, Collaboration, Tech-Savvy, Creative, Leadership, Perseverance, Ability to Work Under Pressure, Self-Starter, Adaptable, Honest & Ethical, Curious, International & Multi-Cultured.**

Software Skills

- **Microsoft Excel (highly proficient), Access, PowerPoint, Word, SharePoint, Adobe Dreamweaver, Fireworks, Photoshop, Flash, HTML/CSS, Walmart Retail Link, IRI, Nielsen, Microstrategy, SAP, APT, Accenture CAS, WeatherTrends 360**

Language Skills (Speaking, Writing, and Comprehension) and Citizenship

- **English (Native), French (Native), Brazilian Portuguese (Fluent) | Citizen of the United States and France**