

Director of Sales, Team Leader-Sales/Category Management

Extensive experience and results in sales, strategic planning, P&L management, new business development, sales training, employee development, broker management, consumer and shopper insights, category management, budget planning, cross-functional project leadership, finance, and product promotions.

Big Company., Racine, Wisconsin

1996 - Present

A privately held global manufacturer and distributor of consumer products.

Team Leader- SuperValu:

2008 - 2012

Responsible for leading business plan development, sales, finance, supply chain, and a broker for \$60 million SuperValu account. Managed cross-functional team of 12 with 5 direct reports and ASM as the broker.

- Drove design of SuperValu category management system to identify key business opportunities. **Result:** Identified 22 growing retailers and assigned 10% growth plans to the broker and direct sales people and closed over 500 voids with annual sales of \$1,000,000.
- Developed and implemented strategic business planning process to improve financial forecast accuracy. **Result:** Reduced variance from \$1,000,000 to \$22,000 in first 6 months.
- Directed distribution drive through broker after identifying numerous key item voids. **Result:** Improved distribution by 20% and sales by \$2,000,000.

Senior Corporate Account Business Manager-Target:

2004 - 2008

Developed business plans, exceeded all sales, finance, supply chain, retail and brand management goals for Ziploc, Edge, and Skintimate lines for \$56 million Target account. Led cross-functional team of 10 with one direct support analyst and a broker.

- Applied strategic planning, shopper insights, and category management to Ziploc. **Result:** Increased sales 92%, revenue 40%, and profit 20% in 15 months.
- Improved cross-functional teamwork and planning on Ziploc Value Valley items. **Result:** Eliminated mark downs, out of stocks, and production order imbalances.
- Utilized shopper insight to replace private label promotion with Ziploc brand promotion for Back to School season. **Result:** Increased sales by \$6,000,000, reversing projected sales decline.
- Created and sold promotional support that recovered 50% of planned retailer promotions of competing brand. **Result:** Exceeded segment sales goal by 20%.
- Devised co-marketing promotion for new Ziploc Big Bag product, including major displays and advertising. **Result:** Achieved 20% share of sales versus 6% benchmark.

Team Leader, Category Management & Consumer Insights:

1997 - 2004

Developed strategic plans and business insights for Albertsons and Safeway accounts. Led consumer insights, promotional analysis, and category management functions and managed broker and all executive contacts for both accounts. Led cross-functional team of 12 with 7 direct reports and a broker.

- Created and led project to improve "order-to-shelf" timing with supply chain, broker, and sales team for critical new item launches. **Result:** Reduced order approval to shelf time from 8 weeks to 2 weeks, and received Officers Award.
- Chartered and led cross-functional team with broker to grow sales and market share. **Result:** Added

1378 points of distribution worth \$1,500,000 and received Officers Award.

- Led SAP “Super User” group to drive consensus on templates and tools and develop training for entire U.S. sales force. **Result:** Delivered training and tools to 400 employee division on time and on budget, and received Officers Award.
- Developed and implemented new financial analysis and revenue growth tools. **Result:** Elevated Safeway to top revenue growth for 2 straight years.

Education:

BA Degree, Marketing/Sales, California State University, Sacramento, California, 1995

7 Habits of Highly Successful People (Covey)

Project Management (Kepner Tregoe, Inc.)

Targeted Selection (DDI Inc.)

SAP Super User (ERP)

C.C.L. Executive Training