

HIRED RESUME SERVICE

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SUMMARY

Senior Executive with a distinguished career of leading sales operations internationally and domestically with rapid-growth in private, public and venture capitalized manufacturing and service organizations. Extensive expertise securing key customers with proven models of customer intimacy & consultative selling. Combines strong business acumen with innate leadership abilities to build, guide, and retain top performing sales teams. Repeated success guiding cross-functional teams in development, strategy, and execution of record-setting sales. Excels as a presenter, negotiator, and business liaison forging solid relationships with strategic partners and building consensus across multiple organizational levels. Develops policies, procedures, and objectives for the sales of company products and services.

SKILLS & EXPERTISE

Business Development & Sales Growth • Market Expansion • Unearthing Opportunity • Managing Global Distribution • Focused Approach & Speed to Market • Building Strategic Alliances & Partnerships • Budget Administration • P&L • Recruiting and Staffing Initiatives Management • Vital Market Positioning • Team Leadership • Coaching & Mentoring • Cross-Functional Team Collaboration

EXPERIENCE

NAME OF INGREDIENTS, LLC, Chicago, IL

08/2016 - Present

Founded in 2016, CoreFX Ingredients uses spray drying and dry blending technologies to produce a myriad of dairy, cheese, and specialty lipid solutions.

VICE PRESIDENT OF SALES AND GROWTH DIRECTOR – United States

Recruited to drive sales and expand market share for this newly formed company and Joint Venture with Ornua, Ireland's largest exporter of Irish dairy products. Effectively facilitates and coordinates sales activities with CEO, Senior Leadership and collaborates with multiple internal and external business partners (Sales Team, Account Management, Compliance, Operations, Marketing, R&D, Finance, and Distributors). Drives the sales strategy and delivers on the strategic growth plan. Facilitates a key role in identifying, establishing, leading, and expanding new product roll-outs within the Health and Wellness marketplace. Successfully developed go-to-market strategies, and implemented the sales plan.

- Generated explosive organizational growth in just over 2.5 years reaching sales in excess of \$14.076M.
- Spearheaded development of new market strategy realigning company business model focusing on specialty lipids.
- Focused on Sports Nutrition, Health & Wellness, Natural, Keto, Food, Drug & Mass Channels.
- Directs in conducting all facets of customer development including product definition, development and securing production contracts.
- Provides strategic leadership and mentoring of sales team, ensuring quality customer interaction, timeliness, and the overall effectiveness of the sales process, sales planning, and forecasting.

NAME OF COMPANY, LLC, Hudson, WI

04/2014 – 08/2016

Manufacturer of Powdered Sweeteners, Condiments, Specialty Lipids, Nondairy Creamers and Vegetable Shortenings. In addition to the proprietary line of specialty ingredients, they also provide custom & contract manufacturing.

VP OF SALES & MARKETING– United States

Recruited to execute and manage all sales, marketing, and business development activities for the United States. Developed annual business plans to drive sales growth and profitability. Established partnerships with key accounts, including relationships with senior level management. Built and maintained effective customer relationships with all decision makers and influencers across multi-entity functions.

- Executed rapid growth with critical mass achieving large volume contracts contributing to operational efficiencies.
- Increased sales from \$1.33M to 2.6M in last 15 Months.
- Identified and negotiated new strategic business partnerships and joint ventures with partners aligned with organizational strategies.
- Monitored, analyzed market and drove sales and to ensure company sales & goals were achieved.
- Responsible for acquiring strategic customers and breaking company into specialty / custom lipids market segments.

NAME of COMPANY, INC., Defiance, OH,**04/2012 – 04/2014**

SensoryEffects develops and manufactures powder and liquid ingredients and flavorings for human health and nutrition. The company also provides creaming agents, including non-dairy creamers and powdered shortenings, and powdered milk fats; and organic products, such as organic powders and creamer systems, and cereal ingredients and systems. In addition, it offers nutritional systems, such as protein creamers, vitamin emulsions, isotonic, nutritional creaming systems, and nutraceutical bases.

SENIOR SALES MANAGER

Recruited to manage sales activities and sales team across the Midwest region. Effectively worked across all levels of the organization to implement and achieve sales goals & objectives. Utilized thorough knowledge of key accounts, market segmentation, categories, and the competitive landscape to drive new business successfully. Coordinated strategic direction by providing broad decision support and collaborating with other Food Solutions Division leaders during the annual strategic planning process.

- Led organizational growth in new business development receiving recognition from CEO and Chairman of the board and asked to present my Techniques to sales team members company wide.
- Developed and executed account business plans that outlined customer strategies, requirements, sales forecasts, and alignment with core competencies.
- Executed sales strategy and tactical execution to assure strategic alignment with the company's narrowly focused market plan.
- Managed sales of roughly \$11M; successfully established explosive Mid-America growth shattering sales expectations.
- Prepared & attained budgets while conducting normal business activities in accordance with company objectives.

NAME COMPANY, INC., Skokie, IL**02/2011-03/2012**

Manufactures snacks, confections, and ingredients. It provides chocolates, dried fruits, gourmet chocolates and brittles, hard candies, mixes and snacks, confections, nuts, seasonal products, seeds, sugar alternatives, whipped cream items, and yogurts.

REGIONAL SALES MANAGER, Central United States

Recruited to manage the Central United States region. Worked in close partnership with company executives on brand customization. Key clients included Target, Kellogg's, General Mills, and Mars. Managed sales of roughly \$30M.

- Managed sales of roughly \$10M; successfully established products in Target stores in the United States and Canada.
- Achieved sales volume objectives in all wholesale, retail and bulk profit centers, focused on increased revenue generation for current, direct, and new accounts.
- Researched potential new markets, maintained existing customer relationships and long-term partnerships.
- Grew Distributor network and managed distributor relationships for revenue growth and profitability.
- Managed and attained sales related budget to ensure profitability and fiscal responsibility.

NAME, L.P., SPRINGFIELD, MO**11/2007-02/2011**

A joint venture with one of the world's largest dairy co-operatives, Dairy Farmers of America. DairyConcepts specializes in cheese, dairy powders, cheese concentrates, functional dairy replacement systems. Prepared and presented extensive value solutions that landed business with several nationally recognized brands.

SALES DIRECTOR

Recruited to secure large volume powdered business and develop sales plan in conjunction with operations to capture production efficiencies. Executed role out, building a long-term sustainable value with key customers in managed territories.

- Managed portfolio of \$15.42M
- Designed, executed, and managed volume and brand acquisitions resulting in calculated alignments leveraged by industry contacts, market resources and overall knowledge of where and when to initiate contracts.
- Rolled out strategic and tactical plans to meet critical mass assumptions beyond 2011 resulting in margin improvements.
- Created, initiated market strategy, targeting value added sales that achieved record growth.
- Ensured monthly, quarterly and annual revenue and profit goals were achieved with sales team and direct reports.

NAME INGREDIENTS CORPORATION, Burnsville, MN**11/2003-11/2007**

An Employee owned stock company that produces and contract manufactures a wide variety of dry ingredients such as cheese powders, sour cream powders, dairy creamers, non-dairy coffee creamers, whipped toppings, color blends and fruit juice powders.

TECHNICAL SALES MANAGER – Midwest United States

Responsible for establishing and building food/ingredient market segments for domestic and international customers with planned direction, relationship management, and innovative solutions.

EXPERIENCE

- Established customer base critical to operational sustainability and resulting in portfolio of \$8.54M.
- Successfully identified market segments and relevant target customers, resulting in contracted floor stock agreements.
- Established top-to-top customer/company relationships built upon intimacy and value proposition ensuing profitable long-term relationships.
- Built driving regional sales program with selling solutions designed to vertically integrate product lines, new market launches and technical support.
- Utilized management information tools and analyzed financial reports to identify performances and opportunities to increase market share.

NAME PRODUCTS INCORPORATED, Waterloo, Iowa

3/2001-11/2003

An international Sales & Marketing Company providing consultation and business development for overseas trade in specialty food ingredients and developing export plans. Quality Ingredients Corporation contracted Globalsource as their exclusive international sales brokerage.

PRESIDENT / OWNER, Waterloo, IA

Responsible for expanding market shares through direct sales and distribution by means of internal development, aligning partnerships, alliances and product acquisitions.

- Spearheaded new product development and guided successful launches of beverage, soup, gravy and dry mixes into 13 foreign markets, resulting in substantial sales growth in the first year in excess of \$1M.
- Provided marketing and sales representation to several domestic based manufacturers of food/ingredients.
- Authored export-plans that served as the basis for accelerating customers' penetration into worldwide markets.
- Leveraged experience of available government grant programs (i.e. MIATCO, WUSATA, SUSTA) to companies in the Food industry for client companies, ensuing over \$25K in funding.

NAME FOODS COMPANY, Des Plaines, IL

11/1998-2/2001

A fortune 500 Company, providing fluid milk and dairy products, dips, salad dressings, pickles, aseptic cheese sauces, and powdered non-dairy coffee creamers.

INTERNATIONAL SALES MANAGER, New Hampton, IA

Directly responsible and accountable for profitability, sales and management of private labeled and branded consumer products in Mexico, Pacific Rim, Latin America and Europe. Identified and managed activities achieving maximum profitability for the Specialty Foods Division with successful margin growth of more than 133% relative to market value of product offerings and territory expansion. Supervised a group of international brokers and managed a sales budget.

- Ascertained relative market value of product offerings, while developing, promoting and implementing branded and private labeled foods and bulk purchase programs.
- Negotiated and trained 8 key distribution contracts with overseas affiliates, managed a network of 11 countries.
- Developed country specific business plans, including budgets, forecasts, goals and company objectives.
- Delivered significant revenue growth and new business acquisitions with consistent profitable relationships.

QUICK SILVER COURIER INCORPORATED, Atlanta, GA

6/1995-8/1998

A privately held Courier Service providing deliveries in Metro Atlanta.

CO-OWNER, CO-OWNED AND OPERATED

Directed all facets and functions to provide leadership in strategic planning, growth and development of company.

- Propelled this professional courier service to a fully operational business infrastructure in less than 60 days.
- Increased business growth by 200% representing 3% of the Atlanta Metro area total market shares.
- Secured long-term delivery contracts with organizations crucial to stabilizing the business.

EDUCATION

UNIVERSITY OF PHOENIX SCHOOL OF BUSINESS | Arizona, **Masters of Business Administration, Global Management**

UPPER IOWA UNIVERSITY, **Bachelors of Science, Public Administration**

HAWKEY COMMUNITY COLLEGE | Iowa, **Associates of Applied Arts, Police Science**

MILITARY

UNITED STATES ARMY | Reserves, **Honorably Discharged, Sergeant**

UNITED STATES ARMY | Germany, **Honorably Discharged, Corporal**

MELAN HOLDINGS, INC | Board Chairman