

# HIRED RESUME SERVICE

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## PRESIDENT / CHIEF EXECUTIVE OFFICER

Accomplished executive with a strong record of driving and achieving company transformational sales initiatives and critical business objectives in the highly competitive food industry. Focused on stellar execution, product innovation, and market expansion. Provides visionary leadership across multifunctional teams, solution development, process improvement, and strong operating and financial management. Innovative, solutions strategist, motivated by overcoming challenges and implementing cutting-edge sales, and financial strategies that ensure continuous improvements, expand business opportunities and drive organizational growth, revenue, and profits.

### Areas of Expertise

- Interface with Board & Key Stakeholders
- Team Building & Performance Enhancements
- Strategic Business, Market & Sales Planning
- Market Evaluation, Penetration & Expansion
- Grows Revenue, Manages EBITDA
- Change Management / Turnaround Strategies
- Consulting & Business Development Expertise
- Operations & Management
- Establish / Execute Short and Long-Range Goals
- Competitive Analysis, Positioning & Expansion
- Mergers & Acquisitions
- Multimillion-dollar Budgets and P&L Management

### Notable Achievements | Awards

- Drove over \$300M in revenue since career began.
- Builds strong partnerships that deliver profitable growth for all stakeholders as well as customer solutions.
- Continually demonstrates leadership and subject matter expertise to help guide and motivate cross-functional teams to successfully execute Foodservice business units; successfully integrated sales, marketing, customer service, accounts receivable, account payable, trade, distribution, planning, capacity planning, inventory, and logistics.
- Excels in developing strategic plans, identifying opportunities, creating products, focusing execution efforts with highly effective coaching, and delivering strong revenues, profits, and sustainable growth.
- Awarded the Schwan's Heritage of Quality Award, (highest award recognition out of 24,000 employees).
- Elected as a board member for the National Association of College and University Food Service.
- Frequent panelist at industry conferences and leadership forums.
- Proven success in assessing the competitive landscape, anticipating changing market dynamics, coaching others to exceed expected results, and engaging teams to overcome obstacles to reach a common goal.

## Professional History

### NAME of COMPANY, INC.

#### Sr. Vice President Foodservice

2017-Present

Recruited by private equity firm to provide leadership to new start-up foodservice division for a \$1.3B food company. Provided dynamic oversight to three separate foodservice business channels including Broadline Distribution, Chain Accounts, and Food Ingredients. Effectively managed gross margin expectations to plan using a balanced approach between pricing actions, portfolio mix, and customer mix. Committed to strong cost management controls and to finding cost reductions opportunities through improved processes and waste mitigation. Supervised 5 direct reports and 6 indirect reports. Managed revenue of \$352M and EBITDA of \$31.7M.

- Generated \$19.5M dollars of new business with Starbucks, Clean Juice, Caribou, and other chain accounts.
- Secured \$5M dollars of new broadline business with US Foods, Sysco, and UniPro; generated \$5M dollars of new business with Chobani, Noosa, Peet's Coffee, Teavana, and HP Hood with our food ingredient teams.
- Created strategic business plan and channel operating plans, onboarded sales and marketing team, and developed operations infrastructure to support long-term growth.
- Developed multi-category and segment execution plans, established annual sales and expense budgets, developed processes and systems to support business, attracted, trained and developed staff.

**Vice President Special Markets****2014 -2016**

Recruited to lead the new Special Markets Division of AdvancePierre™ Foodservice. Responsible for building and developing strategies to achieve profitable growth for non-core business segments, including industrial sales (\$76M), International & Military Sales (\$27M), and a new Retail Deli Startup division (\$5M). Responsible for sales growth as well as channel P&L.

- Improved gross margin and successfully managed profit turn-around to 11% EBIT.
- Generated \$6M of new revenues with Nutri Systems.
- Negotiated new Sysco Canada Burger RFP (900Klbs).
- Secured \$2M annual new sandwich volume with The Schwan Food Company.
- Developed key organizational systems to improve business transparency and performance predictability.
- Established a robust pipeline of new volume with multiple major CPG companies that will begin delivering in Q1 2017.

**NAME OF COMPANY, FOOD SERVICE, INC****Vice President Sales****2010- 2014**

Promoted to define strategy, develop a strong leadership team, and grow sales for this business unit. Delivered sales growth and record profits for the company. Created business plan and growth strategies, hired and developed key leaders, created innovative product solutions and established strategic partnerships. Managed 9 direct reports and 47 indirect. Managed sales of \$470M and EBITDA of \$56.4M

- Defined critical success factors, established clear objectives and executable action plans to drive growth.
- Proved influential leadership by establishing guidelines, direction, and empowering teams to achieve results.
- Utilized a keen understanding of company capabilities as it related to plants, operations, systems and technologies, co-pack options, stage-gate processes and supply chain options.
- Executed technologies, business intelligence systems and processes to enhance organizational effectiveness.
- Championed the introduction of Coaching Others, Consultative Selling which improved sales metrics.
- Directed the development of a state of the art CRM tool and engaged team to implement it.

**VICE PRESIDENT FIELD SALES, 2005-2010**

Directed organizational changes to unify multiple selling teams, improve overall sales effectiveness, and enhance customer experiences. Demonstrated managerial courage during a challenging time in the company's history, led change-management initiatives to optimize performance and motivated the team with a clear strategic vision. Successfully developed a new strategy to build long-term sustainable growth of the branded product. Managed P&L.

- Expanded market presence overseas with a new sales strategy.
- Developed the Big Daddy's Pizza Brand and built sales to over \$90M with gross profit of 45%.
- Drove \$20M of highly profitable organic growth, utilizing core competencies in multiple product categories.
- Created customer support strategies, pricing alignment, and developed an operational support team.
- Transitioned stagnant school business to a profitable, growing business; transitioned the go-to-market strategy to a focused alignment between marketing, sales, and internal support.
- Integrated Schwan's Bakery acquisition into foodservice for improved profit performance; responsible for reducing millions of dollars in EBIT losses from unprofitable private label contracts and re-aligned sales strategy and structure to maximize overall return on investment.

**REGIONAL VICE-PRESIDENT, 2000-2005**

Directed the Central Region following a business unit consolidation of seven separate companies into one unified sales team. Later assumed responsibility for the western half of the United States. Provided sales oversight for C-Stores, Vending, College and University, Healthcare, K-12 Schools, Military and special markets. Managed P&L.

- Developed team approach to selling; organized zones into 5 segment selling teams designed to be subject matter experts for the respective channel of business; implemented cross-category selling strategies.
- Increased account penetration by leveraging key business relationships across multiple product categories.

**NAME OF COMPANY FOODSERVICE**

**1997-2000**

**Vice President of Sales and Marketing**

Recruited to lead a turn-around effort to rebuild the company's flagship brand after years of stagnant growth; managed sales of \$120M. Oversaw sales, marketing, accounts receivable, accounts payable, and inventory management.

- Launched innovative new products that provided a sustainable competitive advantage.
- Introduced NuChoice Pizza to meet changes in regulatory requirements and drove \$9M in first-year sales.
- Created Bake to Rise Pizza to compete with delivered in pizza.

**NAME of FOOD SERVICE, INC. - EARLY CAREER PATH**

Division Manager, Better Baked Pizza Division  
National Sales Manager, Better Baked Pizza  
Region Sales Manager, Little Charlies Entrees  
Marketing Manager, Florence Pasta and Cheese  
New Business Development, Manager

**AFFILIATIONS**

School Nutrition Association  
International Food Service Distributors Association  
International Food Manufacturers Association  
Association for Healthcare Foodservice  
National Association of College and University Food Service  
SNA Board of Directors  
NACUFS Board of Directors  
Marshall Amateur Hockey Association, President  
Holy Redeemer Parish Council

**EDUCATION & DEVELOPMENT**

B.S. – Marketing Major / Speech Minor, St. Cloud State University  
Miller Heiman – Strategic and Conceptual Selling  
Coaching Direct Reports  
GROW Coaching  
PeopleHelp Consultative Selling  
Negotiating Win/Win  
Babson College Executive Development  
10-Day MBA  
Credentialed School Nutrition Specialist