

Strategy, Alignment, Sales & Marketing



Exceptional Leader with a rare combination of retail, marketing, consumer, and package goods industry experience. Excellent strategic understanding of retail and CPG business environment – A skilled sales leader, marketing executive, negotiator, and strategic relationship builder, who understands the importance of creating shared value and alignment.

High ability to discover root cause in problem-solving and addressing both internal and external customer’s needs. Strong comprehensive competencies in achieving revenue and profit goals through strong leadership, market analytics, and strategic planning, while building and leading high performing teams.

Areas of Expertise:

- Leadership
- Industry Knowledge
- Change Management
- Budgets
- Sales Operations
- Operations Management
- FMCG
- Marketing Strategy
- Sales Strategy
- Merchandising
- Market Research
- Consumer Insights
- Sales
- Marketing
- Strategic Planning
- Competitive Analysis
- P&L Management
- Sales Leadership
- Negotiations
- Budgeting
- Forecasting
- Account Management
- Customer Insight
- Product Development
- Inventory Management
- Brand Management
- Key Account Development
- Social Media Marketing
- Digital Marketing
- Interpersonal Skills
 - Training
 - Public Speaking
 - Leadership Development
 - Budget Forecasts

Facilitates the strategic planning process with execution plans and governance:

- Identifies gaps and develops transition plans to fill those gaps.
- Achieves organizational alignment and establishes accountability for results.
- Develops and implements operational plans with measures to track progress.

Education:

- MBA - University of Phoenix
- Bachelor of Arts, Communications & Business - Emporia State University, Emporia, KS
- Sam Walton Institute of Retailing
- Cornell University Food Executive Program

Select Awards, Honors and Recognition:

- Consistently finished in the top 5% in the organization in yearly evaluations
- National Sam’s Club of the Year Award
- Sam’s Club Regional Top Sales Award
- Vendor of the Year, Wal-Mart/Target
- Innovation Award - Business, Customer, and Pillars of Excellence over multiple years.

Professional Experience:

Organization	Title
Volpi Foods	Head of Sales
Infinite Business Strategies	Senior Advisor
Kent Precision Food	Vice President of Sales & Marketing (Chief Customer Officer)
Nestle USA	Managing Director Sales
Sam’s Club	General Manager
Walmart	Store Manager

Certification and Skills:

- Executive Leadership Training
- Advanced Coaching Techniques
- Covey Facilitator
- Skills for Engagement Facilitator
- Sales 101 Facilitator
- Diversity and Inclusion
- Organizational Development
- Gap Negotiations Facilitator
- Recruiting
- Change Management
- Sales Leadership Facilitator
- Business Management
- Trade Management
- Adjunct Professor