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SALES MANAGEMENT | MARKETING | BUSINESS DEVELOPMENT | LOGISTICS

*Exceed Expectations in Driving Growth, Revenue & Market Share*

*Client Relationship Management ♦ Strategic Sales – Marketing Ingenuity ♦ Cutting Edge Results*

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## PROFESSIONAL PROFILE

25+ year tenure reflects a performance-driven, award-winning, top producing district sales manager for the largest U.S. foodservice distributor. Recognized as an influential voice with a high expectation leadership style, as evidenced in coordinating and executing a multi-tiered complex food chain distribution system of scale—sales, marketing, new business development and logistics. This rich mix of experience has resulted in successfully driving strategic sales-marketing agendas that have penetrated a highly competitive foodservice and food-away-from-home market, capturing significant market share and revenue streams. Possess client relationship management savvy and new client acquisition capability, integrated with intuitive talent for engaging, creating and deepening client relationships, establishing credibility, trust, rapport and loyalty.

► Offer commitment, accountability, impeccable integrity and a passion to excel.

Intimate knowledge of the food chain distribution infrastructure and configuration—geographic region management, food and non-food products, product availability, price point, business segments, inventory, transportation and warehousing, trends, cash flow analysis, financial modeling and forecasting.

Mentor, coach and motivate team members. Accomplish stability of critical core team relations through collaboration, open communication and feedback. Inspire commitment, accountability and a desire to excel. Coordinate dissimilar work styles into a mutual, productive entity that enjoys working together.

Articulate communicator and skilled negotiator, accustomed to working remotely. Quickly adapt to sudden, unpredictable changes in environments. Identify, embrace and transform new challenges into opportunities. Formulate and integrate progressive strategies to achieve optimum results.

*New Business Development  
Marketing & Sales  
Revenue/Market Growth*

*Customer Relations  
Supply Chain  
Truck Scheduling & Routing*

*Cross-Functional Team Support  
Organizational – Efficiency Optimization  
Abreast of Latest Trends, Industry Changes*

**Skills:** e-commerce Platforms, Social Media, Salesforce Lightening, Third Party Deliveries, MS Suite

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## PROFESSIONAL EXPERIENCE

SYSCO

10/1989 – 1/2020

**Regional Sales Manager** [11/2019–1/2020], Minnesota

Generated \$40 million in sales, annually.

Endorsed by President of Sysco, South Florida, to transfer to my home state.

Achieved double-digit growth in sales and gross profit dollars.

**District Sales Manager** [6/2004-11/2019], Lower Keys & Key West

Highest tier achievement.

Enjoyed rapid and consistent record of advancement through the ranks, culminating as a major player in mission progression, and ensuring attainment of company goals and vision.

Drove team to reach sales goals.

Managed the entire Florida Keys, comprised of a 125-mile chain for five years. At the request of the president, (2006-2011), led and developed a dynamic sales team comprised of 13 Marketing Associates, with annual sales of \$60 million. Directed the entire spectrum of the sales – marketing effort and new generation business development. Interfaced with the transportation team and local drivers to devise routing, time windows and scheduling. Constant communication with customers, keeping them abreast of status.

Never received a negative evaluation.

Customer base included restaurants, hotels, leisure, marinas, independently owned supermarkets, the Navy and Coast Guard. Led by example, serving as role model. Accompanied sales associates on customer visits; provided constructive feedback.

Scrutinized sales reports, daily. Ensured attainment of projected sales goals. Measured results. During tenure, sales team won numerous awards—Torchbearers, Vested Torchbearers, Chairman’s Club, Four Million Dollar Club. *Subsequently, a DSM was appointed for the Upper Keys.*

## **Selected Accomplishments**

- Credited for successfully managing and leading sales team, generating \$40 million in sales, annually.
- Received highest tier achievement for corporate recognition—double-digit sales and gross profit dollar increase.
- Achieved District of the Year Pacesetter, 2019.
- Achieved the highest sales and gross profit increase within the company, 2009, 2014, 2016, 2019.
- Achieved Chairman's Club recognition, reaching double-digit sales and growth profit, 1999, 2000, 2004.
- Acted as company lead in the implementation of new e-commerce platforms.
- Selected to lead the sales engagement team in aligning all departments to understand the individual role function in reaching sales goals.
- Built and maintained a sales territory from zero to \$6 million, annually.
- Selected to attend the Women's Foodservice Forum Conference.
- Credited for introducing restaurant delivery programs that augmented customer's image and brand.

### ***Marketing Associate*** [10/1989-6/2004, Key Largo

Served as frontline salesperson in the management and infiltration of territory. Grew customer base to \$6 million. Executed a seamless integration of sales, customer service, and delivery within expedited timeframes, resulting in increased market share. Performed 6 – 8 on-site customer visits, daily.

## **Prior Experience**

KRAFT FOOD SERVICE, ***Territory Manager***

MINNESOTA VIKINGS FOOD SERVICE, ***Administrator***

## **RECOGNITIONS**

- ▶ Pacesetter & District of the Year, 2019
- ▶ District of the Year, 2016
- ▶ Pacesetter, 2015
- ▶ District of the Year, 2014
- ▶ District of the Year, 2009
- ▶ Associate of the Quarter for Outstanding Service and Dedication [Quarter 2], 2008
- ▶ Chairman's Club, 2004
- ▶ Chairman's Club, 2000
- ▶ Chairman's Club, 1999
- ▶ President's Club, 1997

## **Prior Experience**

KRAFT FOOD SERVICE, ***Territory Manager***

MINNESOTA VIKINGS FOOD SERVICE, ***Administrator***

## **TRAINING**

Sysco Corporation Headquarters, Houston, Texas

Participated in the District Sales Manager Training Program