

Sarah Smith
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Skills:

Leadership

- Create a vision and environment that drives superior results.
- Results orientation building a focused and collaborative team.

Business & Brand Building:

- Develop strategies and tactics capitalizing on sales and profit growth.
- Manage and communicate business plans that establish and reinforce brand value.

Analytical Decision Making

- Use quantitative and qualitative research to understand customer, consumer and competitive opportunities and threats.
- Collaborate multi-functionally to access and direct the scope of business choices.

Experience:

The Sales Company

1998-Present

Trade Marketing Manager – Value Products (September 2000 - Present)

Unify strategic brand imperatives throughout the consumer and customer value chain through the development, execution and evaluation of divisional business plans. This includes an 18-month cross-functional plan of sales initiatives and co-equity creation programs.

- Developed annual integrated business plan with key growth customers and teams.
- Divisional owner of the 18-month national business plan.
- Development and execution of co-marketing and sales promotion programs.
- Leverage emerging channel opportunities as select customization cross-functional process owner.
- Coordinate individual brand team message and execution of consumer programs.
- Determine the payout standard for the field sales organization for co-marketing.
- Utilized advanced analytics department in merchandising model / tool development.

Category Merchandising Manager – Equity Division (August 1999-September 2000)

Provide sales leadership across a multi-functional team to develop short and long term strategic category plans resulting in the achievement of national volume and profit targets. The cross-functional business model achieves these targets through both demand creation and improved supply efficiency.

- Responsible for developing and executing strategies for Best Cereal, Yummy Toast, Frozen Water and Hair Glue.
- Increased brand profitability through a new performance based funding program decreasing annual reduced revenue budget by \$6MM.
- Eliminated trade spending inefficiencies geographically through a nationalized rate.
- Developed Aisle Impact sales concept leveraging a consumer research study.
- Participated in division market structure / competitive analysis resulting in the development of the TVR vision.
- Launched two new brands and two equity extensions.
- Led the discontinuation of two brands and multiple sku's.
- Secured initial distribution of Hair Glue in the Dollar Channel.
- Sales leader for new segment exploratory and commercialization project.

National Account Manager - Wal★Mart & Sam's Club, Food Division (May 1997-August 1999)

Deliver volume objectives through developing customer specific business plans across sales controllables through the leadership of a direct reporting staff and a matrix functional team.

- Responsible for 21% of national volume, \$230MM in annual sales.
- Responsible for 43% of divisions incremental volume nationally.
- Delivered volume and profit goals over consecutive years indexing 124 and 126 respectively.
- Grew share by +20% over two years through 17 new points of distribution.
- Managed team of 5 directly and in-directly. Promoted 2 existing team members and hired 4 new members.
- Secured the first category captaincy at Wal-Mart, ultimately leading to the formation of an 11-member sub-team dedicated solely to category management.
- Co-developed an off-season replenishment program, which was later expanded to other seasonal vendors.
- Developed the Wal-Mart "We Drive Fast" campaign as an extension of our Nascar partnership.
- 2004 strategic vision team.
- National Account Manager of the Year – 1998.

Experience:

The Sales Company

Region Sales Manager – Beauty Care Division (June 1998 - May 1997)

Geographic responsibility for volume objectives through the leadership and development of a broker sales organization.

- Managed the largest broker market nationally, \$20MM in annual sales.
- Led broker retail and key account restructure and corporate alignment.
- Led broker performance reviews resulting in two account handler promotions and one removal.
- Developed western division business results reporting tools.
- Broker of the Year – Phoenix.

The Best Training Company

1991-1998

Area Manager / Account Executive - Food Sector (December 1996-June 1998)

- Leveraged Brand Development Fund of over \$640M to increase volume +28% vs. PY across traditional grocery and wholesale customers. Improved spending efficiency by 27%.
- Responsible for a sales team of 8 full and part time representatives and volume results at Ralphs/Food 4 Less, Certified Grocers and Stater Bros. 20% of Los Angeles market share with annual sales of \$50MM.
- Implemented Category Management pilot and third party local media partnership for Los Angeles market.

Operations Manager - Los Angeles Market / Albertson’s Team (February 1996-December 1996)

- Responsible for training 65 full and part-time merchandisers to achieve superior in-store presence for the BTC brands.
- Sold supply efficiency initiatives across key Los Angeles customers.
- Coordinated regional co-marketing initiatives.

District Representative - Los Angeles Market (May 1995-February 1996)

- * Managed \$1.9MM budget to design shelf sales organization, interviewed and staffed 65 positions.
- * Assumed direct responsibility for Certified Grocers So. California, and 4 part time representatives.
- * Responsible for development and implementation of new sales representative and intern training program.

Sales Representative - Food Sector (December 1992-May 1995)

- Responsible for volume and in-store conditions in retail sales territory of over 130 direct order and wholesale customers. Sales volume of \$5.8MM.
- Increased sales by 42%, displays by 28%, and doubled coverage in top accounts.

Education:

Bickelton University, James T. Board Center

1999

MBA - Strategic Management

Whitstran University

1992

BS - Business Administration, Marketing
 Minor - Personal and Social Psychology

Additional Information:

Professional training

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|-----------------------------|---------------------------------|--------------------------------|-------------------------------------|
| • Leadership & Strategy | Center for Creative Leadership | Team action planning | Compensation management |
| | Project management | Leadership on paper | Behavioral descriptive interviewing |
| • Business & Brand Building | Profit & loss management | Category management | Streamlined logistics |
| | Customer buying skills | Strategic & Conceptual selling | Decision mapping |
| • Personal Growth | David Allen personal management | Personal performance planning | Diversity training / instruction |

Enjoyment

- Junior Achievement volunteer, youth education / coaching
- Golf, boating, biking, scuba diving, reading

John Doe

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Objective

Seeking a sales management position that will utilize my skills in strategic planning, team development, performance management and relationship building. Other applicable strengths include account management, business analysis, problem solving and influencing decisions.

Experience

Coca-Cola USA

1993 to Present

Regional Director – Alamo, TN

Responsible for all facets of Coca-Cola's relationship with the third and fifth largest Coca-Cola Bottlers in the United States.

- Hired, developed and led a regional team of twelve in managing the growth of Bottler volume and profitability by implementing business building initiatives focused on brands, customers and consumers. The team created a more thorough business process in which the goals of the Company and Bottler were aligned and the dialogue surrounding value creation with Retailers improved.
- Expanded market share in 1999 and grew volume 2.2% when national volume and share for Coca-Cola was negative compared to prior year. This was accomplished through close management of a monthly Rolling Estimate process, analysis of causal data, a focused effort on large customers and Bottler infrastructure improvements in immediate consumption sales.
- Initiated the creation of a long-term strategic plan for Ohio that leverages the Company's unique connection to the 2002 Winter Olympics. The project elements include: capital expansion of vending, Bottler infrastructure development, customer management and consumer communication. Over the next five years the plan targets three percentage points of growth greater than the U. S. average.

Account Group Director – Roundup, MT

Assumed increasing levels of accountability as volume grew from 58MM to 151MM unit cases through a system of forty-two Bottlers. The complexity of the position increased as Coca-Cola's relationship with Bottlers evolved from solely increasing sales to aligning as business partners. Major retail account responsibility included: Smith's, HEB, Albertsons, A&P and United.

- Grew volume an average of 6.5% during the period 1994-1998 through improved retail promotional activity, the implementation of Occasion Based Marketing, increased cold drink equipment placements and improved brand availability.
- Convinced thirty-one Bottlers with a wide portfolio of products to distribute the full line of Company brands that resulted in an incremental 13.3MM unit cases annually.
- Introduced POWERaDE, Minute Maid Juices, Fruitopia, Surge, Citra and Nestea to all assigned Bottlers to gain annual incremental volume of 10.5MM unit cases.
- Authored and supervised the execution of strategic five year franchise development plans with key Bottlers which grew cold drink equipment coverage 20%, improved Bottler infrastructure and grew volume at 5% - 9% per year.

Region Manager – Aiken, SC

During a five-year period, supervised three different Regions with up to seven District Managers, twenty-eight Bottlers and 60MM unit cases.

- Exceeded volume and profitability goals through greater retail feature ad frequency and the use of marketing funds to support promotions that also generated additional display coverage.
- Developed Associates to move to greater levels of responsibility through clearly defined goals, ongoing coaching and career planning.

PepsiCo

1985 to 1993

Area Vice President – Gladwin, MI

Directed a sales force of 110 associates achieving sales of 18.3MM unit cases valued at \$62MM. Responsibilities included volume, cash operating profit, market development, a capital budget of \$9MM and management of a \$16MM promotional budget.

- Achieved average annual sales growth of 7.1% through implementation of retail programs
- Increased Cash Operating Profit an average of 12.8% per year through control of promotional allowances
- Grew market share 2.6 share points in three years
- Designed and implemented a hybrid store door delivery system resulting in a productivity increase of 26%

Regional Sales Manager – Pendleton, OR

Managed 38 associates with an annual sales responsibility of 3.2MM unit cases. Responsibilities were volume goal achievement, increasing market share, key account calls and management of Union relations.

- Grew average annual volume 14.6% through improved in-outlet execution and promotional activity
- Increased market share 37% in two years
- Converted a route sales delivery system to pre-sell which drove volume increases
- Increased volume in Safeway 36%

Manager, Sales Planning – Zapata, TX

Primary accomplishment was the creation and implementation of a consistent sales performance and reporting system for all Company owned Bottling locations. Senior management utilized the system for over five years to measure performance. Administered field sales budgets keeping total expenditures within plan and staged major meetings for the Executive Vice President.

Administrator, Marketing Funds

Coordinated and monitored Company marketing programs for 420 franchise Bottlers. Identified variances in performance and addressed non-performance issues. Also managed Company field sales budgets, approved franchise Bottler spending programs and sales incentives.

Scott Paper Company

1982 to 1985

Sales Supervisor – Colfax, LA

Trained and developed seven Sales Representatives in metro Colfax. Accountabilities were 1.4MM cases, key account calls and recruiting.

Sales Representative – Parker, SD

Retail call responsibility for 105 supermarkets in Parker.

Education

The Ohio State University, BS Marketing, 1982

Whitstran Business School, MBA Marketing, 1990

JOHN R. SMITH

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SUMMARY

Versatile and intuitive sales professional with 17 years' experience at achieving results with leading consumer products organizations. Accomplished in business planning, development, analysis, fiscal management, communication, and setting priorities. Effective leadership, interpersonal, team building, and negotiating skills. Successful track record in progressively higher levels of responsibility across diverse U.S. markets.

EXPERIENCE

GOOD STUFF FOODS Dewar, California **1997 - 2001**

Vice President Sales – Central Zone Dewar, California 2000 - 2001

Key responsibilities included providing leadership in establishing, planning, priority setting, and communicating strategic direction of initiatives and brand development with customer base for annual and ongoing business plan. Effective management of discretionary trade budgets and developing zone and broker personnel.

- Led a professional team in managing \$750 million Grocery Zone across 11 mid-western markets and broker organizations covering 40 customers in 12 states.
- Achieved 106% of business plan for fiscal 2001.
- Improved trade promotion spending management by implementing disciplines and controls, which eliminated overspends and resulted in \$3 million savings.
- Constructed business building program, which resulted in an incremental 10% volume to the fourth quarter business plan.
- Successfully launched 10 new items, exceeding authorization targets on 8.
- Developed an improved forecasting process that enhanced accuracy in F'01 by 70% versus prior year.
- Implemented broker consolidation, successfully transitioning 9 of 11 markets and achieved 100% of first quarter plan.

Trade Promotion Manager Smile, California 1999 - 2000

Developed trade strategies, tactics, and spending budgets for annual operating plan. Coordinated new product launches. Implemented and communicated consumer and trade programs to field sales. Planned and executed national sales meetings.

- Directed sales planning/trade promotion functions for \$860 million business for the grocery and club/mass channels.
- Developed trade-planning models, which improved comprehension with sales and marketing and simplified trade budgeting process. Became standard tool in developing F'01 and F'02 trade spending plans.
- Developed trade strategies and tactics for national new line launch. Exceeded launch objectives by 15%.

GOOD STUFF FOODS (continued)

Division Sales Manager Sunnyside Up, Illinois 1997 - 1999

Implemented and executed business plan objectives across distribution, merchandising, pricing, and shelving. Managed broker resources to maximize results. Developed and implemented business building programs.

- Managed \$70 million business across four mid-western markets and broker organizations covering 25 customers in 5 states.
- Achieved business plan volume targets for three out of three periods.
- Successfully launched 15 new items. Exceeded authorization targets on new line launch by 18%.
- Implemented process that reduced aged receivables by 30%.

YUMMY TIMES FOODS Parker, Texas 1984 - 1997

Senior Manager Customer Development New York, New York 1994 - 1997

Key responsibilities included growing profitable volume by developing and implementing customer-level annual business plan strategies and efficiencies across distribution, merchandising, and spending controllables.

- Managed \$80 million strategic customer business across the New York/Philadelphia markets.
- Improved customer profitability by 13% and achieved 104% of volumetric objectives.
- Refined trade-spending efficiencies, which resulted in 22% reduction in trade expenditures.

Region Sales Manager Kane, Pennsylvania 1992 - 1994

- Managed \$75 million business with four district managers and broker organizations across four mid-Atlantic markets in five states.
- Attained #1 region ranking of 15 for sales versus quota (110.2%) within assigned budgets.
- Led a major turnaround in unsaleables management from fifteenth to second in the country with savings of \$600,000.

Trade Marketing Manager Houston, Texas 1989 - 1992

District Sales Manager, Broker San Francisco, California 1987 - 1989

District Sales Manager, Direct Los Angeles, California 1987

Region Field Representative Los Angeles, California 1986 - 1987

Territory Sales Manager Los Angeles, California 1984 - 1986

EDUCATION/TRAINING

Bachelor of Arts, University Of California, Davis 1984
Major: Business Administration

Numerous seminars including Dale Carnegie, Negotiating, Discovery, and Speak Easy.

TECHNICAL SKILLS

Proficient in Microsoft Excel, Word, Power Point; Nielsen Nite, Nitro, and Promotion Planner