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Retail Leadership

Profile A dedicated food and beverage professional with an established 27-year track record of accomplishments in high-volume retail grocery operations. Personal attributes include a proven ability to capitalize on calculated risks, forward-thinking and visionary leadership. Capable of establishing cross-functional teams for the creation, development, and integration of new products, workflows, and technologies to meet the transforming corporate retail environment. An aptitude to recognize when and how to direct others resulting in highly productive teams that deliver scalable growth.

Professional Experience

VP of Sales – Calavo/Renaissance Food Group

November 2021 to Present

- ✓ Formulate critical business development strategies for existing and net new customers in category segments, channels, and co-manufacturing opportunities
- ✓ FY22 Customer Portfolio Fresh accounts +17% or +5% YOY Foods accounts +\$2M or +11% YOY
- ✓ Identified and spearheaded in the development of bulk in-store partnerships for cut fruit in Ralphps creating 27% YOY sales growth
- ✓ Executed key selling strategies in Kroger Deli Prepared in FY22 by \$13M or +36% YOY exceeding the plan by \$8M
- ✓ Active member of FPFC and Women in the Marketplace

National Director of Sales – Calavo/Renaissance Food Group

September 2018 to November 2021

- ✓ FY21 Double digit sales growth in targeted segments leveraging pandemic/post-pandemic consumer trends in SKU optimization, product reformulations, Private Label strategy, and promotional activities
- ✓ FY20 Identical sales growth +\$4M in accounts representing up to 50% of the Fresh total sales portfolio
- ✓ Organized and directed cross-functional operation alignment of the Retail/Field Sales, Broker Partners, and 3PLs for product development, implementation, and end-to-end execution of Kroger DSD and Warehouse programs:
Store/Buyer → Production → Warehouse Order Selection → Logistics → Store Receiving → Shelf Display
- ✓ Led the collaboration in the successful “Store Receiving Best Practices” implemented for DSD/Warehouse process improvement, ordering, and credit reconciliation delivering a \$500K company savings
- ✓ Instrumental to co-champion FY21 CER investment to bring key customers to support the expansion into two new facilities (GHGA and GHNW) generating \$60M in net new sales revenue

Senior Category Manager - Sprouts Farmers Market

March 2017 to September 2018

- ✓ Delivered positive sales growth and profitability in targeted segments leveraging cost negotiations, product procurement, product development, and effective sales planning for 40% of the total deli business in key categories for 18 regions / 300+ stores
- ✓ Developed then implemented a “Cheese of the Month” and CPG Private Label Cheese (Bulk, Specialty, Sliced) programs resulting in net new sales growth driving of double-digit identical sales increase
- ✓ Streamlined SKU optimization and contract negotiations that leveraged lower costs, improved bottom-line contributions, and fostered healthy competitive pricing strategies
- ✓ Spearheaded the culinary team to reinvent, enhance and expand the existing Prepared Foods programs in Branded, Multi-Cultural, and Seasonal/LTO rotations

District Operations Manager - Kroger

August 2015 to March 2017

- ✓ Directed daily activities in overall WIW merchandising and operational objectives in 20 store locations
- ✓ Leveraged lean operations to maximize productivity and identified tactics to improve efficiencies
- ✓ Daily constructive approaches to drive “Friendly and Fresh” metrics with store management through uplifting leadership, coaching on core behaviors, and KPI measurements
- ✓ Establish goals for district coordinators and salary store management to guide their teams to effectively deliver on objectives – sales, shrink, labor, safety/food safety, and controllable expenses
- ✓ Successor development identifying high potential talent through generalized training and customized mentorship
- ✓ District Cultural Council Co-Chairman

Division Meat/Seafood Merchandiser - Kroger**October 2013 to August 2015**

- ✓ Embodied an entrepreneurial spirit through leading a team of subject matter experts (8 Meat District Coordinators) for 140 meat/seafood departments by establishing a *WOW* factor in fresh product assortment, SKU optimization, and "World Class" service - expanded Natural/Organic, "Easy for You" Seafood, HD Slideshows, Vendor Fairs, Sous Chefs
- ✓ Integrated customer satisfaction measurements into themed selling resulting in double-digit commodity sales and tonnage growth – Baconfest, A Lenten Adventure, Sizzling Steak of Summer, Holiday Ham
- ✓ Championed pricing strategies that successfully gained market share and share of wallet against key competition based upon the volatile industry (inflationary and/or deflationary) with a SWOT analysis approach delivering #1 tonnage growth division, #4 in total sales dollars and #1 sales dollars growth in the Enterprise, #1 on Midwest selling initiatives, double-digit 2-yr ident stack
- ✓ Leveraged analytics in the creation of a schematic process that improved the speed to market of the product, seasonal mix, and consistent store execution based upon the volume of sales, store segmentation, and innovative food trends resulting in double digit sales growth in numerous fresh meat categories, service meat, and seafood shops
- ✓ Established an advisory board bridging inclusion between enterprise, division, district, and store teams
- ✓ President's Award Recipient

Division Deli Merchandiser - Kroger**November 2009 to October 2013**

- ✓ Collaborated, formulated, and implemented highly effective merchandising plans for 155 stores in Deli/Bakery/Sushi/Prepared Foods/Specialty Cheese by building a team of subject matter experts with broker partnerships, category managers, training/implementation managers, and supply chain
- ✓ Provided unremitting P&L management to maximize gross profits through strategic product pricing, store execution, and exit strategies
- ✓ Fused personal philosophies, corporate and industry insights, analytics, and resources to generate ideas that fundamentally enhance the way the organization works, communicates, and markets to consumers – Starbucks, Boar's Head Meats/Cheeses/Prepared Foods, Specialty Cheese Shops, Decadent Gourmet Service Bakeries, Sushi Shops, Bistro's and Hot/Cold Prepared Foods elements, New Store/Remodel Planning, Multi-Cultural, and Local Supplier Partnerships
- ✓ Impressed on others to possess an empowered stakeholder mentality to achieve YOY growth exceeding budgets – Sales, Delivered Gross, Shrink, Contribution (Positive EBITDA in both and combined Deli/Bakery)
- ✓ Pioneer division to launch "Fresh Kitchen" commissary concept with Renaissance Food Group
- ✓ #1 division in sales on the top 20 bakery SKUs with 4 of 8 districts top sales of total districts in enterprise
- ✓ Upscale/Upper mainstream segmentation focus resulting in double digit sales growth outpacing enterprise trend

Division Assistant Deli Merchandiser - Kroger**May 2008 to November 2009**

- ✓ Coordinator of inside operations and ad planning supporting 155 Deli/Bakery/Sushi/Prepared Foods departments in five states
- ✓ Influenced process change transparent to the customer shopping experience by effectively streamlining and standardizing methods towards cost reduction
- ✓ Maintained solid internal and external partnerships to develop and implement strategies of key product statements focused on assortment easily marketable to drive sales and gross profit

District Deli Coordinator - Kroger**October 2006 to May 2008**

- ✓ Transferred ownership of ideas to others which gain desired results and employee investment to reach core Deli/Bakery objectives in 18 store teams
- ✓ Implementing a self-developed process improvement that delivered the best shrink improvement, day supply reduction, and production planning in the Division
- ✓ Identified key actionable focal areas, crafted compelling visual displays, and built collaborations delivering increased sales, higher gross margins, and contribution rates exceeding the divisional trends

Store Management - Kroger**February 2001 to October 2006**

- ✓ Motivated 150 associates based on personnel needs and group dynamics across the business unit to deliver a highly satisfied shopping experience for customers and financial improvements
- ✓ Top sales and EBITDA results of the district
- ✓ Identified as the store management training location
- ✓ Coordinated successful events, store promotions, and seasonal selling
 - Fisher Freedom Festival, Community North Health Fair, featured in Indianapolis Monthly October 2003 "Best Bakery and Florist" in the city of Indianapolis, Merchandising Top 10 Awards

Key Skills

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| <ul style="list-style-type: none"> • Strategic Account Management • Trade Budget and Financial Accountability | <ul style="list-style-type: none"> • Talent Development • Sales Leadership and Mentoring | <ul style="list-style-type: none"> • Category Management • Business Acumen | <ul style="list-style-type: none"> • Product Life Cycle/Procurement • Contract Negotiations |
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Education / Professional Development

Education Indiana Wesleyan University - Associate of Science, Business Management
Greenfield Central High School – Business Major

Training Seminars Korn Ferry Professional Selling Skills
LinkedIn Learning Salesmanship
Connect to Potential 1:1 Professional Coaching
Dale Carnegie – Effective Communication and Human Relations
FMI Future Connect
Four Disciplines
IUPUI Leadership University
Oz Principles

Humanitarian Involvement

Women in the Marketplace	FPFC	City of Hope
Habitat for Humanity	ADA/JDRF	Lupus Foundation
Junior Achievement	Riley Hospital	Teacher's Treasure
Happy Hollow Children's Camp	Susan G. Komen	Big Brothers / Big Sisters

Activities and Interests

Sports Basketball, Softball, Football, Bowling, Golf
Community Philanthropy, Public Speaking, Community Volunteering
Traveling Exotic Islands, Natural Wonders, Spiritual Retreats