**Jordan Nicgorski**

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Dynamic, competitive, seasoned Executive and Sales Leader with over 20 years diverse experience delivering superior revenue growth, outstanding account management and high customer satisfaction. Adds value to organizations as a collaborative, results oriented and future-focused business and people leader.

**EMPLOYMENT**

**Aug 2020 - Present VP, U.S. Strategic Key Accounts** JUUL Labs Inc., CA.

**June 2019 – Aug 2020 Senior Director, National Account, East** JUUL Labs Inc., CA.

Successfully managing 162 chain accounts totaling over 16K locations nationwide with a focus in the highly regulated eastern part of the US to account for 19% of the Total US AOP goal.

* Develop end to end strategic programs to execute chain programs for future scaling
  + NJ/NY pricing restatement and NJ device kit rebate program.
  + Sheetz JLP contract.
  + Retailer outreach and campaigns against state level vape and nicotine regulations.
  + Joint work with West Sr. Director to develop a Pre-Cycle planning calls for region sales teams to focus on high volume account planning needs and successful actions.
* Managed $25M JLP contract budget and final contract negotiations
* Developed the targeted strategy for the best ROI and partnerships to advance JUUL in the market.
* Collaborate with our GA teams to inform and assist all stakeholders with upcoming legislative concerns.
* Provide professional growth opportunities for Directors and KAMs by nominating them to internal focus groups and teams.
* Encourage Directors to develop weekly recaps to attend and share with region sales teams to enhance internal communications and execution.
* Successfully managed an original team of 4 directors and 16 KAMs through 2 successful downsizes resulting to a current team of 1 Sr. Director, 2 directors, 12 KAMs and 3 sales development managers.

**March 2017 – June 2019 Director, National Account, East** JUUL Labs Inc., CA.

Promoted to Director in March 2017 due to the growth and successful management of account base in the Mid-Atlantic states as well as the management of Kroger c-stores across 22 states. Dollar share has grown over 35x in sales to $1.6B in 2018 becoming the #1 Brand in the category.

* Personally, responsible for building and growing sales from 9MM in 2017 to 250MM in 2018.
* Developed joint business plans, category rationale and promotional lift reports using syndicated data and retailer sell through data
* Communicated with cross-functional teams to assist with executing national promotions while working remote
* Developed high level relationships (VP level and above) in multiple retail customer organizations
* Earned first Category Captaincy in JUUL history with Quick Chek in 2019.
* Achieved a 90%+ top level contracts success rate for 2019/20.

**Sales Management:** Responsible for growing market share and dollar share in the Mid-Atlantic and NE markets. Managing over 7,000 locations with 22 touch points across 15 East-Coast and National chain customers, including Rite Aid Drug, Wawa, EG-America/Kroger C-Store divisions, Sheetz, Cumberland Farms, Giant Eagle, Sunoco, Circle K and Global Partners.,

**Convenience Store Distribution**: Successfully Executed traceability protocols in 4 Self distributed retail accounts (Giant Eagle, Sheetz, Wawa and Cumberland Farms)

**Fact-Based Selling:** Successfully utilized forecasted and early sales results to educate potential buyers on value and benefit to add a premium priced, high-dollarized margin product in a heavily contracted, rapidly shrinking and low margin dominated environment. Effectively managed promotional schedules, trend and heat maps and led the creation of analysis reports from IRI and AC Neilson trending data.

**Talent Management**: Assisted in the interviewing and hiring process of VP National Sales, National Account Managers, Key Account Managers and Territory Managers.

**Sept 2014 – March 2017 Key Account Manager, NE** JUUL/PAX Inc., CA.

**Product Launch:** As a brand-new product, JUUL, had no previous selling data and was a premium sell in a declining value driven category. Spearheaded the successful retail launch of JUUL Vapor into 4,000 convenience stores across 15 East-Coast and National chain customers, including Kroger C-Store divisions, Sheetz, Cumberland Farms, Sunoco, Circle K and Global Partners.

Spearheaded a monthly SOI to alert our field sales team and key accounts to update them on the success of JUUL in the marketplace and share gains nationally.

**Sales Management:** Personally, responsible for growing market share and dollar share in the Mid-Atlantic and NE markets. Managing over 2,000 locations with 22 touch points, dollar share has grown over 700% in sales to $45MM in 2017 becoming the #1 Brand in the category in 2 years.

: Secured and managed distribution contracts of top c-store distribution houses, including Core-Mark (NE, OH, PA, KY, MN), J. Polep, Pine State Trading, Cooper Booth, Zuuca, and Hackney.

**Fact-Based Selling:** Successfully utilized forecasted and early sales results to educate potential buyers on value and benefit to add a premium priced, high-dollarized margin product in a heavily contracted, rapidly shrinking and low margin dominated environment. Effectively managed promotional schedules, trend and heat maps and led the creation of analysis reports from IRI and AC Neilson trending data.

Talent Management: Assisted in the interviewing and hiring process of fellow Key/National Account Managers and Territory Account reps in Mid-Atlantic.

**April 2014 – Sept 2014 Territory Sales Representative Mid-Atlantic** Ploom Inc., CA.

Upstart tobacco company disrupting the industry with new and innovative vapor technology in the trillion-dollar tobacco industry. Acclaimed design and technology with new product offerings propel Ploom to a leader in the tobacco vapor industry.

Hired as part of the first East coast territory sales team and cover six states in the Mid-Atlantic region (New Jersey, Pennsylvania, Delaware, Maryland, and Virginia’s). Principal purpose is to grow our sales and distributor base, while reaching out to current retail customers building relationships that have gone neglected by our distributors. Create a brand awareness using relationships, marketing POS tools, and product education to help retailers sell product and keep customer brand loyalty high.

**2008 – 2014 Outside Team Sales Lead, Sales Manager/Buyer** Run Around Inc., PA

Multimillion-dollar athletic team uniform and equipment outfitter and retail footwear company with accounts ranging from small athletic club teams to Division I Universities. Specialize in athletic and corporate apparel sales.

Maintain and grow established client team accounts while prospecting new business opportunities. Engage with athletic directors, coaches and parent associations to provide customized product and service solutions to meet current and future needs. Created model for more streamlined order fulfillment training and productivity.

* Increased team gross sales from $600,000 in 2008 to $1.2 million in 2013; 2013 on track for $535,000 in total sales (average sale is $1,000).
* Exceeded 2013 sales goal by 7% ($535,000).
* Total top line sales represent 44% of company’s total sales in 2013.
* Compute bottom line sales on each project from multiple suppliers, contract production printers, and shipping costs to achieve maximum profit. Profits range from 25% - 45%.
* Achieved additional growth through process efficiency and increased profitability by researching,   
   benchmarking and implementing an on-site printing facility. Sourced all suppliers, established new   
   relationships and developed printing guidelines and processes.
* Handle all aspects of sourcing new clients, cold calling, closing clients, ordering, writing work orders, oversee production, timeline deadlines, invoicing, collection, computing net profit on each sale.
* Create and design new logos and layouts for all customers who do not have existing logo or “look”. Very conscious of trying to create a brand for all my teams and organizations.
* Streamlined retail apparel and footwear buying/forecasting to better focus on regional retail market to increase profits and minimize overstock.
* Create marketing plans and advertisements for sales and special events.
* Design new layouts to the retail floor for maximum “add-on” sales by placing clothing, equipment or displays to catch the eyes of consumers and to provide great access for consumers to buy.

**2005-2008 Vice President, Operations and Corp Sales** I HAMMER INC., FL

Managed the daily residential and commercial roofing operations of a Hurricane relief roofing company. Developed and closed high profile commercial roofing projects during the Hurricane Katrina and Wilma cleanup efforts in South Florida.

* Led all aspects of buying, scheduling, inspections, installs, and customer interaction.
* Made sure the material buys were in line with P & L estimates.
* Kept track of excess materials to re-use on new jobs to increase bottom line numbers.
* Attended train-the-trainer workshops and delivered training for safe, timely and productive installations.
* Met with supply house managers to negotiate terms to increase credit limits and preferential delivery arrangements in a desperate construction period and area.
* Acquired a working knowledge of Spanish to better communicate with clients and subcontractors.
* Successfully networked with General Managers and VP’s to develop a pipeline of Beachfront hotel projects in second year of employment.
* Taught QC’s and team new applications for commercial work to diversify model out of slow residential market.
* Hired highly skilled tradesmen that shared diverse backgrounds and skill levels to optimize gaols and needs.
* Organized, scheduled and managed work and personnel matters for 100 employees daily.

**EDUCATION**

**Masters of Education**, LaSalle University, 2000-2003 (Cum Laude)

Assistant Baseball Coach / Mentor

**Bachelor of Arts, Mathematics**, LaSalle University, 1995-1999

Full Academic baseball scholarship, 4-year starter

**References available upon request**