

Kristen M. Christopher

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Executive leader with sales, omnichannel, trade and P&L management experience. Professional accomplishments have been achieved through individual contributions and the cultivation of teams and leaders; along with the utilization of innovative strategy and best-in-class business development practices.

Executive Experience

KeHE Distributors

Vice President, Alternate Channels

January 2022 – Present

- Develop the strategy and organization structure to drive accelerated growth in a diverse network of Alternate Channels
- Expand KeHE's footprint across convenience, small format, specialty, eCommerce, exports and Amazon channels. Drive sales and market share with new and existing growth channels including pharmacy, home grocery delivery, distributors, etc.
- Initial YOY sales increased by 13% through innovation, sales strategy and org restructuring to drive growth to \$400M annual sales

Vice President, Business Development

November 2020 – January 2022

- Development of Business Development initiatives within the Grocery and eCommerce channels - FY21-FY22
- Cultivation of pipeline opportunities with principal accounts in the Grocery and eCommerce channels (\$180M annual sales opportunity) in 2021
- Alternate channel and eCommerce expansion through new customer acquisition, strategy ideation, and onboarding has led to significant growth in the following sectors: Instant delivery, dark stores, click & collect, D2C fulfillment, digital marketplaces, and national food bank network
- KeHE services partnerships have been initiated with innovative industry leaders including a white label pickup & delivery company, and retailer focused digital loyalty app

Southern Glazers Wine & Spirits

June 2017 – Present

Director of Commercial Strategy

October 2019 – Present

- Appointed to lead strategy and execution of Strategic Commercial Initiatives across SGWS Gateway, CPWS and TAS Divisions
- Launched PROOF – Sales, Commerce, Customer Service & Marketing platforms 2019-2020
- Salesforce CRM implementation across all Sales divisions. Ongoing training completed with Consultants, Managers and Executives to ensure Goal achievement

- Proof Commerce launched in March 2020 – Achieved Annual Revenue Goal \$36M (March-December 2020)
- Establish Annual Strategy Roadmap inclusive of timelines, adoption & execution metrics
- MIX Leadership Member (Central Sub-Region) and Market Change Lead (MCL)
- NSM and SPP introduction & transition management

Director of Trade Development

January 2019 – October 2019

- Formed and led a channel(s) specific National Account Management Team. P&L responsibility for Club- Sam's & Costco, Drug- Walgreen's and CVS, Natural- Whole Foods Market/Amazon, Fresh Thyme, Sprouts, Trader Joes & Lucky's. Specialty Retailers- Total Wine & More, Dollar General, World Market/Cost Plus and Save-a-Lot
- Named *Market Change Leader* (MCL). Working with the SGWS Transformation Team and State Leadership to communicate organizational changes while advocating for, and coordinating, necessary changes across all Commercial and Operations teams

Director of Category Management

June 2017 – December 2018

- Management of Missouri Category Management efforts through Grocery and C-store retailer schematic and analytic support by SGWS Category Managers and Analysts
- Increased Supplier and Retailer Market Share and Revenue through insights and syndicated and depletion data and analytics
- Designed and execute company-wide monthly Trade and Sales Playbook, Annual Growth-driver Retailer and Supplier Showcase, along with construction of data-based tools for cross-functional use (internal and external)

KeHE Distributors, Naperville, IL

April 2010 – June 2017

Director-Trade Management

May 2015 – June 2017

- Led the National Trade Management and Promotions team
- Developed the Organization's Strategic Promotional Plan Initiative, delivering a 20% increase of company Inside Income and increased Supplier ROI
- Designed and launched *New@KeHE*. The New Item Launch Program was designed to connect vendor and broker partners with retailers and company Sales and Category Management teams. *New@KeHE* became the primary method for new item introductions nationally

Sr. Director-Natural Sales

May 2014 - June 2015

- Managed and exceeded the Southwest Regional Sales Budget of \$85M, with responsibility of 900+ Independent Natural accounts across 11 states managed by 10 Territory and Regional Sales Managers
- Successfully lead the Southwest integration of Nature's Best and KeHE. Sales team alignment and DC consolidation in FY15
- Modeled customer and market specific pricing and promotional strategies to combat competitive pressures in the market. Executed RFPs and Primary Supplier Agreements with new and existing customers

Sr. Director-Key Accounts

August 2012- June 2014

- P&L responsibility of Regional Sales Budget of \$84M.
- Business development and retention leadership of the following accounts: Schnucks, United, Pyramid Foods, Cosentino's, Ball's Foods, Niemann Foods and Brookshire Bros
- Lead cross-functional teams through RFPs, price, and contract negotiations. Successfully executed new agreements and subsequent model conversions with 4 chain retailers
- Lead a team of 8 Account Managers, with Analytical and Merchandising support teams. Direct report mentoring lead to recognition of high potential Account Managers through awards and participation in the FMI Future Connect Conference
- Worked cross-functionally with Operations for procurement and transportation improvement as it relates to delivery schedules, order integrity and PO fulfillment

Key Account Manager- Schnuck Markets

April 2010- August 2012

- Designed and executed KeHE sales and marketing plans for Schnuck Markets. Annual Sales Budget of \$20M
- Managed the portfolio of 12,000+ items across all categories. Emphasis on Natural/Organic, Specialty, Ethnic, Gluten Free and Perishable categories
- Headquarter calls made to the Directors of Center Store and Category Managers to create sales and promotional plans, seasonal distributions, and POG's. Worked with brokers and vendors to identify innovative opportunities for the retailer
- Conceptualized and executed customer specific programs including Warehouse Pallet Buys of Top Volume Items, Smart Assortment Category Analysis of all sub-categories, and 5 Phase Set Optimization Plan across more than 50 stores

Additional Role and Responsibilities available upon request

2004-2010

Achievements

Education

Bachelor of Science in Sociology, Emphasis in Finance and Economics
University of Missouri- Columbia, 2004

Awards and Acknowledgements

- WSET II- Merit Honors
- 2017 KeHE Emerging Executive Leadership Program
- 2015 KeHE Women's Leadership Keynote Speaker
- 2013 KeHE Mentorship Program- SVP Sponsorship
- 2011 KeHE Distributors VP Award- *National Account Manager of the Year*
- 2011 FMI Future Connect Leadership Program

Affiliations

- 2023 JEDI & OSC Peer Mentoring- *Member*
- 2021-2023 Women Empowered Board, KeHE - *Executive*
- 2018, 2019 & 2020 Cheers to Diversity, SGWS - *Chair*
- 2017 Cheers to Women, SGWS -*Communication Liaison*
- 2017 Women of the Vine in Wine and Spirits- *Member*