**Michelle Bratmeyer**

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**Professional Summary**

A versatile and accomplished professional, with a wide-range skill set and experience in business-to-business sales, client relationship management, and business development. My motivation is persistent, and my organizational capabilities are top-notch, consistently delivering results that exceed expectations.

**Professional Experience**

**Goya Foods | National Sales Manager 2022- Present**

*Founded in 1936 by Spanish immigrants, Goya Foods, Inc. is the largest Hispanic-owned food company in the United States and the premier source for authentic Latin cuisine. Combined with authentic ingredients, robust seasonings, and convenient preparation, Goya provides consumers with over 2,500 high-quality and affordable food products from the Caribbean, Mexico, Spain, Central and South America.*

* **Account Management:** Responsible for the convenience channel and natural foods channel at Goya Foods, handling national accounts, managing the entire sales cycle, from prospecting and negotiation to order fulfillment and post-sale support.
* **Broker Management:** Responsible for managing the convenience brokers, displayed superior leadership in training and educating brokers on product assortments, sales tools, and promotion opportunities.
* **Distribution:** Expanded Goya Foods into the travel and special markets channel which involved strategically establishing a presence in areas where Goya had no business before.
* **Exceeded Quarterly Goals:** Consistently meet or exceeded monthly, quarterly, and yearly goals.
* **Goya Convenience Rack Program:** Created a rack program to help gain incremental and permanent business in convenience.
* **Trade Shows Management:**  Trade show setup and execution, my role encompasses a wide range of responsibilities to ensure the successful representation of Goya at trade shows.
* **Streamlined Onboarding Process:** Developed and implemented comprehensive training materials, including cheat sheets, that significantly reduced the time it takes for new hires to become proficient in order processing and warehouse routing instructions. Through training and detailed routing instructions, I contributed a noticeable improvement in order accuracy, reducing errors and customer complaints. I was able to showcase my ability to train and support new hires but also highlighted my contribution to the success of the National Sales Department in terms of efficiency, accuracy, and customer satisfaction.

**Goya Foods | National Sales Representative 2019-2022**

* **Product Knowledge:** Developed and maintained an in-depth understanding of Goya Foods diverse product portfolio, enabling effective presentations and tailored product assortment recommendations for clients.
* **Reporting:** Prepared and presented regular sales reports and performance metrics, tracking progress toward sales targets, and providing actionable recommendations for improvement across all channels.
* **Order Processing and Verification:** Accurately and efficiently process customer orders received through various channels. Liaise with customers, account managers and internal teams to address inquiries, provide order updates, and resolve any order-related issues promptly and professionally.
* **Inventory Management:** Monitor and manage inventory levels to ensure product availability and timely order fulfillment**,** in each Goya DC.
* **Process Improvement:** Continuously seek opportunities to streamline and improve order processing workflows to enhance efficiency and customer satisfaction.
* **Trade Shows:** Represented Goya Foods at trade shows nationally and regionally, networking with potential clients and promoting the brand's products and services across all channels. NACS, NRA, Fancy Food West, Expo West and Sweets and Snacks.

**Atalanta Corporation | Sales Intern 2018**

*Atalanta’s success in the food import industry began in 1945 importing Polish hams. Today, Atalanta Corporation imports thousands of unique items from across the globe.*

**Sales Support:** Collaborated with the sales team to maintain accurate records of client interactions, update the CRM system, and assist in managing sales pipelines.

* **Product Knowledge:** Gained in-depth knowledge of the company's product offerings, enabling effective communication with clients and the ability to address their specific needs.
* **Reporting:** Prepared regular reports summarizing sales activities, progress toward targets, and areas requiring attention or improvement.
* **Market Research:** Conducted comprehensive market research to identify potential growth opportunities, analyze competitor strategies, and understand customer preferences, contributing valuable insights to the sales team's decision-making process.

**Village Super Market | Sales Intern 2017**

*In 1937, the Sumas Family opened their first Village Super Market in South Orange New Jersey. They were among the first small supermarket owners to join the Wakefern cooperative. Today the company now operates 30 Shoprite stores in NJ, NY, PA and MD as well as 4 Fairway Market Stores in New York City.*

* **Reporting:** Conducted extensive research and compiled data on promotional marketing materials spanning the years 2013 to 2017 across 29 different retail locations.
* **Sales Support:** Site visits to various store locations, where I created content to highlight the "Flavor of Football" advertising campaign for the 2018 Super Bowl.
* **Market Research:** Conducted research to identify potential influencers for a new retail location in the Bronx, New York, as part of an outreach and marketing strategy.

**Education**

**Ithaca College, BS of Science 2019**

Major: Business Administration | Dual Minor: Marketing and Management

**Industry Involvement**

**NACS Rising Leaders 2023**

**C-Store Channel Peer Group 2022**

October 30, 2023

To whom it may concern,

I would like to nominate Michelle Bratmeyer, from Goya Foods, for inclusion in any of the 2024 NACS Supplier Committee roles.

Michelle consistently demonstrates her enthusiasm, excitement and determination in contributing positively to the growth of our industry. As a young and upcoming female professional, Michelle provides a fresh outlook combined with new and innovative ideas that we all benefit from.

Michelle will be eager to participate in committee discussions and agendas while being a valuable asset to any committee she is chosen for.

Respectfully,

Eric Bray

Director of National Sales

Goya Foods, Inc

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