

MARGARITA (MAGGIE) ROGERS

Houston, Texas

maggiemiami@gmail.com

214.213.9572

www.linkedin.com/in/maggie-carvajal-rogers-58090b3/

BUSINESS DEVELOPMENT SALES DIRECTOR

Dynamic Sales Leader with sales and marketing background who increases profitable revenue through consultative sales methodologies.

Marketing executive with sales and business development experience representing major food, beverage, equipment and technology corporations in the United States and Canada. A proven performer that advances initiatives from strategic development to tactical execution through post-analysis.

Areas of expertise include:

Strategic Thinker Drive Results Develop Marketing/Brand Plans Team Leader
Consumer Insight Focus P&L Management National Sales Leadership Product Development

ADVANTAGE SOLUTIONS

Sales Team Leader / Client Manager Houston, TX 2023 – Present

- Own and drive revenue growth for key client; identify opportunities and align field resources to achieve targets within c-store channel
- Meet and exceed client goals for sales, distribution, pricing, and promotions while developing and launching strategies to pursue new opportunities
- Develop and maintain scorecard to ensure execution of key performance indicators

Client Portfolio Manager Houston, TX 2020- 2022

- Own and drive revenue growth for multiple clients; identify opportunities and aligning resources to achieve P&L targets within c-store and wholesale/cash-n-carry channels
- Lead and oversee the work of 3 Business Development Managers and 31 Clients to ensure Advantage is meeting the client and customer's key performance indicators and maximizing revenue budget
- Meet and exceed clients' goals for sales, distribution, pricing, and promotional volume while developing and launching strategies to pursue new opportunities
- Manage, train and mento direct reports to help them achieve client and personal objectives

CERTIFIED MANAGEMENT GROUP (Acquired by Advantage Solutions) 2016 - 2020

Director of National Sales / Vending Channel Houston, TX

- Managed 15+ CPG brands in the vending/cash-n-carry channels
- Developed strategy and selling materials for cash-n-carry and vending sales teams
- Sold brands to Vend National Accounts and Distributors; responsible for head quarter and local opco sales
- Developed and negotiated national and regional programing to advance brand penetration in target accounts

DEOLEO USA, INC., HOUSTON, TX

Director of Marketing Houston, TX 2012 – 2016

- Managed three olive oil brands (Bertolli, Carapelli and Carbonell) and Bertolli Vinegars with yearly sales of \$200MM; developed and executed marketing plans with \$5M+ budget.
- Developed Hojiblanca brand in Natural Channel and repositioned Carbonell for Hispanic consumers. Developed brand positioning, messaging, pricing, promotional calendars, and led in product and label development in grocery, mass, and club channel
- Developed and led product innovation pipeline working with Spain and Italy; launched 9 new items representing \$10.2MM incremental sales
- Managed agency relationships: led creative development (digital, print, point of sale, retailer programs, and promotions). Championed consumer insights and launched and executed consumer research projects

MARGARITA (MAGGIE) ROGERS

Cell 214.213.9572

E-mail: maggiemiami@gmail.com

CRANE MERCHANISING SYSTEMS, ST. LOUIS, MO

Director, National Accounts / Supplier Initiatives Houston, TX 2009 – 2012

- Managed Crane’s largest national accounts (Canteen, Sodexo, and Aramark) representing \$25MM in sales
- Developed strategy for national accounts, communicated to field sales to effectively execute initiatives
- Worked with Starbucks and created Seattle’s Best Coffee branded unit. Sales of \$1.5MM which reinvigorated coffee category, provided consumers expected quality coffee and increased Operator profitability
- Developed and implemented branded vending machine program with Kraft which netted sales of \$1.6MM

Vice President Sales, Western United States Dallas, TX 2006 - 2008

- Managed nine Sales Team members and Western US distribution center. Team responsible for \$63MM in vending/beverage equipment, payment systems and vending software sales across 21 states
- Successfully grew region sales an average of 4% per year over three years
- Successfully incorporated products and personnel of newly acquired beverage equipment manufacturing company (Dixie Narco) and vending equipment manufacturer (Automatic Products)

FRITO LAY, INC., PLANO, TX

Associate Product Manager Plano, TX 2003 – 2006

- Served as liaison between Brands and PepsiCo Foodservice to ensure strategic needs were met
- Lead taskforces and business processes to successfully implement consumer targeted news for Vending, Foodservice, Schools and New Business. Introduced ten new products for incremental spiral placements in vending, five new Smart Spot items in schools in small bags only, ten retail items for prestige accounts in 2004
- Launched O’Keely’s Potato Skins, best news launch in vend channel in five years with sales of \$6MM. Lead project from concept to in store

Marketing Manager / Vending Division Plano, TX 2001- 2003

- Worked with Category Manager to construct insights; developed selling stories/materials for new product launches and product sizes to include Frito Lay, Tropicana, Quaker Foods, and Gatorade
- Responsible for all field communications regarding promotions, insights, and national meeting marketing content
- Managed three tradeshows from RFP to field training on the floor; developed full year trade journal strategy

Branded Vending Team Leader Hollywood, FL 2001 - 2001

- Assisted, identified, and signed five key Operators into Branded Vending Program
- Developed sales materials and trained operator sales force to sell Branded Vending

School Specialist Hollywood, FL 1999 - 2000

- Called on 64 Foodservice Directors in the State of Florida; developed solutions to meet districts’ needs such as increasing reimbursable lunch program participation, driving profitability, self-operated vending
- Sold new bag size to 14 districts representing an incremental \$755K in annual sales

SKILLS

READ, WRITE AND SPEAK SPANISH FLUENTLY, BI-CULTURAL

EDUCATION

MASTER OF BUSINESS ADMINISTRATION, Coral Gables, FL
University of Miami; Specialization: Marketing and International Business

BACHELOR OF BUSINESS ADMINISTRATION, Coral Gables, FL
University of Miami; Major: Marketing