

DIRECTOR: PRODUCTS and SERVICES

Marketing / Analysis / Program Management

VISIONARY OPERATIONS MANAGEMENT PROFESSIONAL with 16+ years' experience directing and growing regional sales and service organizations. Track record combines expertise in strategic marketing, tactical sales, and operations. Possess *exceptional leadership, team building and business development skills*. Reputation for achieving consistent success through well-strategized and highly aggressive sales and marketing campaigns. High-caliber, fast track, *solution-oriented* professional with proven ability to operate effectively under pressure in time-sensitive environments. Customer focused with expert qualifications in identifying and capturing market opportunities to accelerate expansion, while increasing revenues and improving profit contribution. Reputation for successful implementation on-target marketplace and competitive landscape acumen.

Exceptional analytical and problem-solving skills. Able to quickly analyze and assimilate challenging subject matter and present a well-thought-out point of view. Diplomatic, insightful professional with proven track record in promoting cooperation. Highly effective in *reorganizing, streamlining, and strengthening sales operations*.

Signature Skills and Competencies Include:

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|------------------------------------|------------------------------------|-------------------------|
| ✓ Operational Redesign | ✓ Negotiation | ✓ Budgeting |
| ✓ Training & Development | ✓ Profit Improvement | ✓ Forecasting |
| ✓ Strategic Business Planning | ✓ Customer Relationship Management | ✓ Test Marketing |
| ✓ New Business Development | ✓ Management of Technology | ✓ Digital Platforms |
| ✓ Financial & Market Analysis | ✓ Business Focused Innovations | ✓ New Product Launch |
| ✓ Cost Containment & Profit Growth | ✓ Cross Functional Team Leadership | ✓ Brand Fortification |
| ✓ Resource Management | ✓ Performance Improvement | ✓ Resource Optimization |

Delivered strong and sustainable revenue, asset, and profit gains within an extremely competitive market

PERFORMANCE PROFILE

- ✓ **HIGHLY RESPONSIVE AND INSIGHTFUL MANAGEMENT PROFESSIONAL**; able to make things happen in orchestrating complex projects from concept through effective execution. Achieved reputation for successful follow-through and program execution.
- ✓ Proven ability in *building operational structure* and defining optimal strategy.
- ✓ *Catalyst* for establishing cross-functional teams, *streamlining operations* and *improving productivity* organization-wide.
- ✓ *Highly intuitive*; proven ability to understand the “*big picture*” and how processes interrelate. Solid track record in *accurately interpreting metrics* to design or adapt operational strategy.
- ✓ Proven ability to define, drive and spearhead development of home vision and strategy to optimize goals around revenue, growth and impact.
- ✓ Reputation for successfully utilizing deep knowledge of consumer behavior.
- ✓ Proven expertise in *managing multiple projects from concept to delivery*
- ✓ Demonstrated ability to *provide vision* and then *translate that vision into productive action*.
- ✓ Extremely *proficient* in *assembling* and *deploying* successful *cross-functional teams*; from selecting individuals and communicating the vision, to training and the assigning of roles.
- ✓ Demonstrated capability to *anticipate* and *resolve problems* swiftly and independently.
- ✓ Proven proficiency in finding growth in existing channels.

SELECTED CAREER HIGHLIGHTS

- ✧ Credited by colleagues for "... *having a knack for growth.*"
- ✧ ***Delivered explosive 230% annual revenue growth from \$1.8 million to \$4.2 million.***
- ✧ Lauded by customers and staff alike as being "... *detailed, thorough, calculated with a human element with an amazing memory.*"
- ✧ Achieved reputation for targeted utilization of data in forecasting and projection in formulating effective strategies.
- ✧ Successfully crafted and launched highly-effective business solutions through market research; trained and implemented them at store level to be able to successfully run back end of business.
- ✧ Successfully weathered disasters including Hurricane Sandy and the pandemic masterminding strategies and procedures to deliver substantial client portfolio gains and explosive profit growth.

PROFESSIONAL EXPERIENCE

2016 – 2022

CONSTITUTION PROVISIONS, Middlebury, CT

Owner / Operator (territory) for nation's largest deli meat company with annual sales of \$4.2 million

- ◆ Sold Manhattan business, at the request of Boar's Head Management in order to relocate and *revitalize a tired market* in Connecticut.
- ◆ Reengineered operational procedures to 'accommodate' pandemic, transitioning from customer-based human element to less hands-on procedures.
 - ◆ Orchestrated efficiency gains while hyper-focusing on business channels (e-commerce and non-physical interaction) to maximize production.
 - ◆ Successfully configured pandemic procedure to become part of the SOP post-pandemic customer model.
 - ◆ Dramatically slashed loss of perishable goods by 85% through rapid redistribution of product between stores.
- ◆ Effectively maintained enviably lean headcount throughout business expansion,
 - ◆ Maximized revenue per employee (\$450k+) while keeping staff satisfied to achieve an 87% retention rate.
- ◆ Meticulously trained employees to serve cross-functionally, fostering engagement while creating resilience and flexibility in workforce.
- ◆ Successfully negotiated pricing agreements between suppliers and retailers.

Selected Achievements:

- ✧ Effectively opened new business channels, ***dramatically expanding client portfolio from 37 to 182 accounts and product portfolio from 170 to 415 items.***
- ✧ ***Drove annual revenue growth by 230% from \$1.8 million to \$4.2 million.***
- ✧ ***Successfully navigated pandemic supply shortages while delivering 22% revenue growth.***

2006 - 2016

JM FAMILY PROVISIONS

Operations Manager New York, NY

- ◆ Ensured daily delivery to customers.
- ◆ Effectively performed asset maintenance while managing inventory and shrink control.
- ◆ Spearheaded expansion from traditional retailers into corporate food services.
- ◆ Effectively trained franchise and store employees in sales, product placement strategies, and proper USDA / FDA handling of product.
- ◆ Represented franchise at corporate meetings and events.

Selected Achievements:

- ✧ ***Successfully innovated strategies to remediate natural disasters*** including: *Hurricane Sandy*; power outages, tornadoes, blizzards and union strikes interrupting business and supply chain flow up to 17 days.
 - ◆ Maintained product integrity
 - ◆ Built back customer relations.
 - ◆ Oversaw loss management and retrained new and existing staff.

COMPUTER SKILLS

- ✓ Highly proficient in utilizing the Microsoft Office Suite and Go Spot Check.
- ✓ Solid knowledge in Sales Force.

PROFESSIONAL AFFILIATIONS

- ✓ Heritage Club
- ✓ Market of Distinction

CERTIFICATIONS

- ✓ SERV-SAFE
- ✓ FSMA
- ✓ Safemark

COMMUNITY INVOLVEMENT

- ✧ Award recipient for the MIDNIGHT RUN program supplying meals, clothing, toiletries and health services to the homeless and underprivileged in Manhattan. Recognized for donating large quantities of food and utilization of vehicles to transport goods to the needy.
- ✧ Appointed Board Chairperson.

EDUCATION

PACE UNIVERSITY, Pleasantville, NY

Bachelor of Arts: Marketing & Finance

- ◆ GPA 3.15

Special Project

- ✧ Served as **Project Manager Ad Team (AAF)** , representing the University, in a *national competition* to *create a full-scale marketing and advertising campaign for Yahoo*. Was selected as Key Note Speaker **taking 2nd place for the region**.

REFERENCES

Exceptional References Will Be Furnished on Request