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**OBJECTIVE:** Sales executive with experience executing sales and marketing strategies in chain retail accounts. I'm seeking an established company that will utilize my expertise in the new business development process and enhance my credentials as an effective sales executive and team leader.

<b>SKILLS:</b>	Sales & Marketing	Leadership	Retail
	Consumer & Packaged Goods	New Business Development	Account Management
	Brand Building	Product Development	Wholesale & Distribution

**QUALIFICATIONS:**

- Experienced VP of Sales, National Sales Manager, Lead Account Executive and Sales Broker specializing in drug, supermarket, hypermarket and convenience store channels
  - General Merchandise and Tobacco distribution list reaching 280,000 retail locations
  - 10+ years B2B sales experience specializing in mass-retail and merchandising
  - Skilled presenter to the C-suite, able to author multi-million proposals for retail partners
  - ERP, CRM cross-platform proficiency in Sharepoint, Salesforce, Netsuite, Office, Project, EDI coordination and setup
  - Motivated and team-oriented coach with a passion for entrepreneurial start-ups, new products and brand building
  - BSBA in Business Management and Entrepreneurship
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**EXPERIENCE:**

2013-Present	<u><b>Vice-President of Sales</b></u>	<b>New York, NY</b>
<b>Lifeworks Technology Group, LLC</b>		
<ul style="list-style-type: none"><li>• Directly report to company CEO &amp; Chairman</li><li>• Managed direct report Sales Manager, Sales Representatives and Broker Groups</li><li>• Responsible for new hiring, sales training</li><li>• Develop national sales strategy; tiered pricing, merchandising and retail programs</li><li>• New business development in national drug, supermarket, C-store chain retailers and distributors</li><li>• Create and implement merchandising programs, planograms for new retail partners</li><li>• Manage and authorize all new proposals, trade terms and contracts</li><li>• Develop marketing collateral: sales sheets, cost sheets, SKU &amp; specification, catalogs</li><li>• Coordinate, create and implement national trade marketing initiatives, publications and conventions</li><li>• Create and manage sales reports: forecasting, activity reports, set monthly goals and objectives for team</li><li>• Manage and execute multiple sales initiatives and campaigns</li><li>• Negotiate contracts, master terms and conditions, payment terms, vendor agreements, listing documentation, negotiate COI deliverables</li></ul>		
2012-2013	<u><b>National Sales Manager</b></u>	<b>Philadelphia, PA</b>
<b>PARRS Brands, LLC</b>		
<ul style="list-style-type: none"><li>• Developed new business in national chain retailers and distributors</li><li>• Generated sales over \$1M in sales per annum</li><li>• Managed the RFQ, RFP sales process</li><li>• Authored sales reports, forecasts, activity reports, monthly goals and objectives</li><li>• Invoiced, managed, and tracked order process</li><li>• Co-developed marketing program and POS/POP merchandising support</li><li>• Executed new marketing and sales initiatives with executive management</li><li>• Negotiated contracts, master terms and conditions, payment terms</li><li>• Developed marketing and pricing strategy</li></ul>		

- Present and make sales calls to accounts when needed, cold-calling when necessary

2011-2012

**International Sales Executive**

**Charlotte, NC**

**Blu Cigs Electronic Cigarettes**

- Sales of \$2.5M per annum with a consistent 50+% monthly sales growth rate.
- Managed the International Sales department since inception: Developed UK, EU, Latin-American and Canadian distributor accounts.
- Developed new business in several major Canadian retail accounts such as Alimentation Couche-Tard and Loblaw Companies, Ltd.
- Managed account relationships, RFP, RFQ sales process.
- Authored forecasting, account reporting and monthly objectives
- Collaborated with operations on inventory management planning and sales forecasting
- Negotiated master terms & conditions contracts
- Cross business unit coordination on product development with biz-dev team, marketing, art and design to develop products for target countries
- Briefed all teams on Food and Drug Law, packaging compliance issues
- Co-authored strategic initiatives for target countries, product development, public relations, and product conformity and compliance issues for new markets
- Coordinated with Merchandising Director to provide POP/POS merchandising solutions
- Developed marketing and advertising plans with distributors

April 2004-October 2010

**Sales Broker**

**Charlotte, NC**

**ProSource Sales and Marketing**

- Represented Chinese owned firms to Canadian & US foodservice companies
- Growth in sales from nil to \$1.7M/per annum in 4 years from 2004-2008
- Managed new product adaptation, development and deployment in coordination with sales, engineers and factory management
- Developed and implemented QA program in coordination with clients
- Consulted and managed logistics in coordination with logistics partners and Director of Logistics
- Monitored factory performance, publish SGS quality reports and performance spec sheets

**EDUCATION:**

2003 **Bachelor of Science, Business Management:** Concentration: Entrepreneurship.  
**University of North Carolina at Charlotte**

**Charlotte, NC**

- Young Entrepreneurs Organization
- Business Innovation and Growth Council

2011 **Category Management Sales Training**

**Charlotte, NC**

Retail category management training for sales people.