

DAVID BERZNER

7878 La Mirada Drive • Boca Raton, FL 33433
Berzner@gmail.com • (561) 685-2640
www.linkedin.com/pub/david-berzner/27/65/218

***Key Account Relationship Management • Team Leadership
Business Development • Crisis Management • Account Development***

Veteran Sales and Wholesale/Retail Manager with extensive background leading zone, district and territory growth, expanding sales, and developing first-rate teams of employees. Effective business developer with a solid background expanding the account base while fostering relationships with existing customers. Client-focused manager with a reputation for responsiveness and attention to detail. Strong experience directing people and developing effective teams that improve product awareness. Highly motivated professional with a lead by example management style.

CORE COMPETENCIES

- Innovative Leadership
 - High-Level Communications
 - Strategic Planning
 - Marketing & Promotions
 - Product Merchandising
 - Business Development
 - Human Resources
 - Training Programs
 - AP/AR/P&L
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PROFESSIONAL EXPERIENCE

MISSION FOODS-West Palm Beach/Ft Lauderdale September 2015 to March 2017
District Sales Manager

Providing leadership to team of 13 Independent Operators to achieve volume targets.

Key Achievements:

- P&L management for \$6M in annual sales over a 203-store district
- Achieved 6% sales increase (2017) and an 8% sales increase (2016) of a \$6M budget in the 203 store Ft. Lauderdale District.
- Developing and implementing execution strategies within district that will achieve sales, market share, and market growth targets
- Effectively leverage customer, industry, and internal sales information to gain a competitive edge and meet/exceed customer expectations utilizing all applicable sales information. Apply industry and local/national marketplace trends to identify and develop sales opportunities
- Establish superb customer relations through monthly planning meetings with Grocery Buyers and Market Managers to discuss and understand their needs and to recommend and demonstrate creative ways to increase sales.
- Coaching district team to innovate and grow the business while taking calculated risks
- Conducts formal coaching sessions on an ongoing basis that highlight developmental needs and recognizes individual performance; check for store merchandising integrity and achievement of company standards.

BUDDY FRUITS- Ouh La La Gourmet-Miami February 2015 to June 2015
National Accounts Sales Manager

Support the development and execution of the business partnership between Ouh La La and Walmart, Sam's Club, Kroger, Publix, Target, Delhaize, Winn Dixie, Ahold, BJ's and Chick-fil-A, through Action plan and Trade Marketing activation that delivers volume, profit and annual/long-term share objectives and contributes to customer(s) total category growth.

KELLOGGS- Miami Zone
District Manager

October 2011 to December 2014

Providing Leadership through coaching and development to a 25 member team to gain market share and attain a yearly budget of over \$25 million. Creating and analyzing reports to find new opportunities to grow volume, increase productivity and identify future opportunities. Establish strong relationships with Store managers, District Managers and Key Account Managers. Communicate and lead effective display execution for field sales team to ensure flawless execution of local initiatives. Establish superb customer relations through monthly planning meetings.

Key Achievements:

- Successfully led a 20 member Sales Team in the West Palm North District.
- Achieved 4.8% sales increase of a \$20M budget in the 150 store West Palm North District while keeping unsaleables below 1%.
- Successfully built and led a 23 member Sales Team in the Ft. Lauderdale District.
- Achieved 3.6% sales increase of a \$25M budget in the 215 store Ft. Lauderdale District, while keeping unsaleables below 1%.
- Designed the weekly Focus Call, Publix AR 1 Pager, Publix Build Stock Sheet, and the Shipper File.
- 20% decrease in refusals at Wal-Mart with the creation and implementation of the Delivery Notification Form.
- Coordinated with the Distribution Center in decreasing refusals and increasing deliveries specific to store needs.
- Recommended strategic sales plans for upcoming ad activity with Key Accounts.
- Developed and implemented Project Perfection, created to share best in store practices for our sales force.
- Developed and implemented Project Pack Out, created to develop and maintain our merchandising standards.

KELLOGGS- Miami Zone
Retail Sales Manager

October 2007 to October 2011

Responsible for selling an extensive variety of products, manage the merchandising within a territory to deliver budgeted revenue. Coach, develop and manage merchandisers to maximize service, productivity and display building. Negotiate with store personnel to achieve win-win results and develop strong customer relationships. Utilize multiple data sources to prepare and conduct fact-based in-store presentations to store management. Forecast weekly and monthly volume and merchandising needs for territory.

Key Achievements:

- RSM of the year for the West Palm North District in 2009 and 2010. Achieved 7% increase in annual budget.
- Created and implemented Project Push, increasing sales at Wal-Mart by \$1.2M in 29 stores.
- Designed Project Take Away, increasing sales at Publix by \$1.6M in 95 stores.
- Mentoring RSM within district.
- Achieved annual budget
- Nominated for a Golden K Award.
- Zone Trainer for new hires.

McKee Foods – Pompano Beach, FL

November 1996 to October 2007

Independent Distributor (Little Debbie Snacks)

Manage territory sales and product distribution to wholesale and retail establishments. Liaise with store management to resolve issues and coordinate programs. Oversee inventory and stocking. Coordinate schedules to ensure on time delivery.