

NAME

Address The Netherlands

+31 000 000000 (private) +31 000 000 000 (mobile) name@kpnplanet.nl

SENIOR DIRECTOR:

Sales, Marketing, Commercial Business Development

Results-focused executive leader and MBA with extensive experience driving long-term business success and profit growth through the identification and development of high potential new market opportunities for a variety of corporations across the food and fast-moving consumer goods industries. Adept at building and leading world-class sales and marketing teams in the execution of overall sales, marketing, and business development strategies and in the provision of superior support to both new and existing customers. Facilitates innovative new product development efforts and makes core senior management contributions to enterprise strategic and operational enhancements. Areas of expertise:

International Sales Organization Management Business Development Strategic Account Management
Strategic Marketing Business Growth Planning Trend, Market, & Opportunity Analysis
New Market Development Market Penetration Market Share Growth
Category Management Organizational Development Operational Improvement
Fluent in Dutch, English, German, & French Proficient in Spanish

PROFESSIONAL EXPERIENCE

COMPANY 1, Thailand and Netherlands 2010

\$300M global group of companies specializing in Peking duck meat products.

Head of European Sales

Drove a €29M revenue stream and a 4-member European sales team in the strategy and execution of growth-focused sales plans. Championed a company-wide focus on penetrating new market segments as senior sales strategist and a key contributor to the corporate leadership team.

Achieved benchmark levels of corporate growth, winning the support of the entrenched management team for new market initiatives by establishing robust systems to ensure superior service to the traditional customer base while integrating service to new retail customers.

Increased turnover €5M by building a lucrative new business with German retailers.

Further increased turnover €500K by restructuring the German distribution network to enable and fully support expanded partner relationships.

Dramatically improved the level of customer service by improving forecasting efficiency and stock availability with institution of a formal sales and operations planning process.

COMPANY 2, Netherlands 2009-2010

€85M producer of high quality spices, marinades, dressings, and sauces.

Sales Manager

Directed a 12-member sales organization as head of all sales operations for a €40M business unit. Led strategic planning and trend tracking for the market segment, creating a well-received 3-year strategic plan. Served as a key contributor to new product development efforts. Provided high-level, hands-on support to account managers for key clients while continually streamlining sales desk processes to ensure top levels of efficiency.

Expanded turnover from the German and Danish markets €2M by leading the development and launch of new private label sauces.

Drove €1M in new product launches and enhanced the business unit's contributing margin by €250K by rationalizing the product portfolio and implementing best practices for new product development.

Increased gross margin 4 percentage points despite a challenging economic environment by spearheading customer rationalization and prioritization initiatives.

Shortened lead times to balance customer demand and improve service levels by increasing forecasting efficiency 8% with proven processes for sales forecasting.

COMPANY 3, United Kingdom 2003-2008

\$12B global packaged food corporation.

Area Manager for Europe & Israel

Established and drove the strategic vision and product direction for a 5-member sales team and a large distributor network to ensure the consistent achievement of regional sales, revenue, and growth goals. Maintained a strategic focus on identifying and leveraging high potential new business opportunities while continually increasing penetration of existing markets.

Grew turnover 400% to \$40M over 5 years, ranking among the company's top sales performers as winner of the elite "President's Award."

Successfully recouped the sales loss from changed European GMO legislation by collaborating with R&D and production to develop and re-launch alternative, regulatory compliant recipes.

Surpassed the sales plan by 12% by introducing and implementing an innovative joint business planning concept across the EMEA, serving as an international corporate thought leader in driving widespread business growth.

Secured numerous lucrative contracts, including achievement of status as a preferred supplier and private label manufacturer for 2 major retailers, by conceiving and executing win-win trade marketing programs with leading international retailers.

COMPANY 4, Netherlands 1999-2003

\$11B American consumer goods corporation.

National Sales Manager

Managed, coached, and mentored an 8-member sales team in the achievement of sales goals for the €45M food service line of business. Strategized sales plans and established team targets.

Increased turnover €3M with the launch of a focused new channel sales effort.

Improved category sales for Metro/Makro 7% with the conception and implementation of category management and trade marketing programs for the food service channel.

Boosted profits 1.5% while delivering a .25% cost savings by instituting an organization-wide pricing and trade allowance system (EPTAS).

Successfully introduced the new EPTAS system to the established customer base, overcoming initial resistance and cementing customer trust by delivering on a promised guarantee.

Orchestrated the development and implementation of a revolutionary e-commerce sales system for the entire food service organization.

ADDITIONAL EXPERIENCE

COMPANY 5, Netherlands

Leading global fruit and vegetable company.

Deputy to Managing Director / Business Development Manager / International Marketing Manager

Progressively advanced into roles of increasing accountability to serve as the Deputy to the Managing Director overseeing and coaching the sales force across Germany and the UK. Championed the development and implementation of a complete new business model for the fresh produce sector, driving such successes as turning around declining sales of Dutch produce in Germany with a dramatic shift in brand image and perception.

CAREER NOTE: Additional roles include positions such as Export Manager for COMPANY 6 and as Sales Manager for COMPANY 7. Details on request.

EDUCATION

Master of Business Administration School of Management, Rotterdam

Master of Science in Marketing & Logistics University, Heerlen

Bachelor of Science in Economics & Linguistics Rotterdam

Professional development training including courses in:

Global Leadership Situational Leadership Project Management Marketing