
National Sales Manager, McClane Foods, Salinas, CA, 2007 to present

- Exceeded \$20 million in wholesale volume within first year of taking control of the national sales team.
- Created successful online marketing strategies for continued deployment of co-branded products.
- Identified emerging markets and linked consumer interests with specific distribution capabilities.
- Reorganized retail sales office, decreasing costs by \$100,000 a year and increasing sales by \$5 million.

Regional Sales Manager, QA Foods, Texarkana, TX, 2000 to 2007

- Converted 40 percent of accounts in tri-state area with product-matching strategies, working directly with in-house sales teams.
- Met or exceeded sales quotas every year of employment.

Sales and Marketing Professional, Hunter Toyota, Abilene, TX, 1994 to 1999

- Reduced inventory costs by \$200,000 a year by expanding fleet sales into new markets and working with DC to improve delivery speed.
- Drove bottom-line profits by developing innovative fleet services contract.
- Increased gross sales year-over-year for entire term of employment.

Marketing Intern, Potato Distrib, Springfield, MO, 1992 to 1994

- Assisted VP of Marketing in development of seasonal sales strategy called "Spuds of Summer."
- Performed a variety of office duties.

Education
