

Sales Manager



John Engle

Bentonville, AR

Job Preferences:

Desired job title:	Sales Manager
Desired occupation:	Sales, Account Management, Category Management, Business Development
Employment type:	Full time
Career status:	Active job seeker
Available to start:	05/2020
Additional notes:	<p>An experienced sales management professional with extensive business to business sales experience, a compelling strategic lens, and a track record of consistently delivering profitable growth for customers, categories, and brands managed. Extensive and diverse background that includes account management, sales-finance, customer development, and category management roles with CPG suppliers and large retailers. Experienced at providing insightful analysis leveraging a broad range of data and insights resources to identify trends and opportunities, create compelling selling stories, and influence customers to get actionable strategic and tactical recommendations executed at customers to meet sales goals. Proven leader with demonstrated skills in coaching and developing individual talent and teams. History of innovation toward the development of sales analytics and best practices. Skilled in all areas of account management including day to day customer service, strategic business planning, and cultivating collaborative relationships and teamwork with internal functions and across functions within customer teams. My ideal job would be one where I can leverage my selling experience and work on a collaborative team to make a significant contribution to the team, the company, and the customers we serve.</p>

Education:

08/1985 – 05/1987	Southeast Missouri State University
	Bachelor of Science, Business Administration, Bachelor Cape Girardeau, MO
	Major in Marketing and Sales Management GPA 3.0 Activities; Delta Chi Fraternity, Membership Chair

Work Experience:

12/2018 – Present

Business Development Consultant

Independent Contractor

Full time Business, Business Development, Sales Agents

Providing clients with turn-key presentation decks with compelling fact-based insights-driven selling stories for line reviews, category reviews, new item launches, customer business planning and sales presentation, as well as developing analytical and reporting capabilities. Leveraging a broad range of data and insights resources to identify opportunities and develop actionable solutions to achieve client goals in alignment with customer methodologies. Outcomes have included distribution gains, expanded store coverage, improved shelf placement, and increased facings that have consistently delivered profitable growth.

07/2016 – 11/2018

Category Leadership Manager, Walmart

TREEHOUSE FOODS, INC.

Full time Management/Manager, Sales Manager

Conducted category management and customer business planning for the company's \$100MM private label and dry pasta business with Walmart including all category advisor responsibilities to implement customer's distribution, shelving, and merchandising goals, as well as all aspects of collaborating with the Walmart buying team and internal functions. Leveraged a broad range of data and information sources to identify insights, trends, and opportunities to drive growth, provide regular reporting for the buyer and drive insightful content into line reviews and customer business plans. Implemented "Atlas" data management and delivered a 2yr CAGR of +4.2%, outpacing the category's national average. (TreeHouse is a \$6B producer of a wide range of private label food products)

12/2007 – 03/2016

Sr. Manager, Category Development - Corporate Assortment Discipline Program

WALMART STORES, INC.

Full time Management/Manager, Sales Manager

Selected to pilot team tasked to develop, and integrate into the modular review process, breakthrough insights capabilities leveraging "traceable-tender" data to create loyalty and substitutability metrics, as well as consumer decision trees for optimizing assortments, shelf management, and store clustering. Pilot categories grew +3.5pts vs. department average.

05/2008 – 11/2015

Category Development Manager

Walmart Stores, Inc, Bentonville, AR

Full time Management/Manager, Sales Manager

Managed category and modular review process across entire departments and developed analytical, insights, and category management capabilities in collaboration with buyers, cross-functions, external advisors, syndicated data and research firms. Implemented best practices to improve the overall modular review process. Leveraged a broad range of data and insights resources to identify and implement assortment, pricing, promotion, and shelf management initiatives to drive category growth. Increased on-time modular execution +34%, drove adoption of the "ECS" tool for demand-based store clustering tool, grew ice cream share +4pts, soft drinks comps +4pts, alternate beverages comps +12pts, and frozen snacks comps +6.4pts. Recognized by award ten times including the Merchandising Excellence, Associate of the Year award in 2014. (Walmart's highest award)

12/2005 – 04/2008

Category Team Leader

General Mills, Inc, Bentonville, AR

Full time Sales Manager

Managed a Walmart category advisor team (captains) responsible for seven categories with \$800MM in sales and conducted all category advisor responsibilities for baking categories to implement customer's distribution shelving, and merchandising goals. Developed analytical,

insights, and category management capabilities in collaboration with buyers and internal resources. Leveraged a broad range of data and information sources to identify insights, trends, and opportunities to drive growth, provide regular reporting for buyers, and drive insightful content into line reviews and customer business plans. Managed 4 category advisors and 4 category analysts. Gained 3 category captaincies and the team exceeded sales targets every year.

12/2002 – 12/2005

Sales Development Manager

General Mills, Inc, Bentonville, AR

Full time Management/Manager, Sales

Managed business planning, training, and talent development for the \$2B Walmart sales team focused on leveraging Retail Link along with traditional resources, to identify growth opportunities and create compelling selling stories with actionable recommendations for sales presentations, line reviews, customer planning, and modular reviews. Managed four analysts, recruited on campus, and conducted training for new to Walmart associates. Implemented "Vision Chain" data system and gained customer insight serving on Walmart's Retail Link Steering Committee driving development of the ECS demand-based store clustering tool, processes to implement localized assortment strategies, "Item Velocity" measures and various other capabilities used broadly across the industry today. Played key role in taking a company with virtually no experience selling to Walmart to becoming a best in class supplier team.

12/1999 – 12/2002

National Account Manager

General Mills, Inc, Bentonville, AR

Full time Management/Manager, Sales Manager

Direct sales of \$200MM baking portfolio to Walmart including responsibility for business planning, sales, volume, distribution, profit, forecasting, customer service, and managing trade promotion budgets, as well as aspects of collaborating with the Walmart buying team and internal functions. Managed retail broker activities, one sales management associate, and one analyst. Developed innovative merchandising programs including bake center, rainbow pallet programs, and various pricing efficiencies to drive sales and profitable revenue growth. Exceeded sales targets every year, asked to be on Walmart's retail link steering committee.

12/1997 – 12/1999

Trade Planning Manager

General Mills, Inc., Minneapolis, MN

Full time Management/Manager

HQ Marketing role for the Big G Cereal Division, coordinated merchandising programs, launched new items, developed sales materials, and negotiated trade funding with national sales regions. Developed company's first EDLP program for Walmart.

12/1987 – 12/1997

Prior Sales Management Experience

General Mills, Inc., Minneapolis, MN

Full time Management/Manager, Sales Manager

Senior Planning Manager St. Louis MO Managed trade and business planning for Walmart, Schnuck's, Hy-Vee & var. retailers.

Business Planning Manager Detroit MI Managed trade and business planning for A&P, Spartan, Meijer, and Kroger Foodland.

District Sales Manager Detroit MI Managed A&P, Farmer Jack, non-foods accounts, and sales team of five retail sales reps.

Region Sales Assistant St. Louis MO Managed sales planning and trade negotiation for Midwest sales region.

Sales Team Leader Evansville IN Managed Roundy's and Winkler wholesale accounts and three sales representatives.

Territory Sales Manager Topeka KS Managed Food 4 Less chain and various ad groups.
Sales Representative Paducah KY Managed various ad-groups and independent accounts.

05/1983 - 05/1985

Infantry


US Army, Kitzingen, Germany
Full time Government/Military

U.S. Army, Infantry - Fort Benning, GA and Kitzingen, Germany, 1983 - 1985
Expert Infantry Badge, Army Achievement Medal, Army Service Ribbon, and various unit citations and awards.

Language Skills:

Basic:  English

Skills:

Expert:  data management, Outlook, Spectra, JDA Pro-Space, Microsoft Office, Word, Excel, PowerPoint, Access, Power BI, Insight Resources, leader, creative, Problem Solving, Teamwork, Collaboration, Practical Thought Leadership, Detail Oriented and Accuracy, Excellent communication skills, sales, Account Management, Analytical Skills, Customer Insights, Customer Relationships, Sales Presentations, Customer Influence, Delivering Results, Sales Finance, Thought Leadership, Sales Reporting Processes, Value Selling, Consultative Selling, Leveraging Resources, Detail oriented, Customer Service, Profitable Growth, Self Starter, initiative, Developing Product Knowledge, Training and Development, Customer Needs Assessment, Cost/Benefit Analysis, Market Intelligence, Developing New Accounts

Additional notes:

REGONITION & AWARDS

Walmart - Merchandising Excellence, Category Development Associate of Year 2014 (highest corp. award), Category Team of the Year 2013, Outstanding Innovation Award 2012, and 8 other awards. General Mills - Champions Award 1999, various achievement Awards.