

Julie McGrody, MBA

Pittsburgh, PA

julie.mcgrody@gmail.com | 609-332-9291 | linkedin.com/in/julie-mcgrody

Sales Director | General Sales & Operations Manager

Sales and Marketing Executive with a consistent record of achievement and demonstrated success. Highly motivated and experienced to drive multimillion dollar sales growth while providing strength in sales leadership in the consumer products, manufacturing and distribution industry. Tenacious in building market share, securing customer loyalty and forging strong relationships with both external and internal business partners.

Core Competencies:

**Leadership, Strategic Thinker, Category Management, Analytical Problem Solver
Customer and Client Support, P&L Responsibility**

PROFESSIONAL EXPERIENCE

Coca-Cola North America

Director, National Retail Sales

6/2014 to 5/1/2018

Ultimately accountable for identifying opportunities that drives profitable growth within Giant Eagle and Get Go Convenience. Coach and mentor a team of account executives along with cross functional support with the development and execution of customer annual business plans, and to build enduring relationships with executive leadership at Giant Eagle and Get Go.

- By creating a new retail advertising strategy, successfully secured all front page ad activity for the key holidays for the first time for the Coca-Cola brands at Giant Eagle. This revised strategy gained over a 3% lift in revenue for Coca-Cola brands and improved Giant Eagle household penetration by \$400K in retail dollars.
- Implement and successfully executed a space to sales strategy to improve on shelf availability to 95.4%, and decreased labor costs by 3% for Q4 in 2017 for our bottling partners.
- Improved the Advantage Survey results at Giant Eagle from being ranked 19th out of 20 in 2014 to most recently being viewed as the #3 out of 20 Suppliers.
- With Get Go (Convenience Retail) Account, improved Revenue and volume in 2016 by 59% with a complete strategy overhaul of the layout of their Cold Vault. This program drove Get Go's gross profit in 2016 by over \$1M.
- In 2016, chosen to represent the Central region in Coca-Cola LEAP 2.0 (Leadership Excellence Accelerates Performance). A Coca-Cola proprietary program that is for high potential employees for future leaders of Coca-Cola.

MillerCoors

2008 to 2013

General Manager

Territory: Western and Central PA

Developed, and implemented sales and marketing strategies for assigned territory. Recruited, hired, trained and coached and a team of sales and marketing professionals and 17 MillerCoors distributors to deliver volume, profit and market share. Developed customer specific positioning and value propositions to better position our brands to win.

- In 2013 ranked in 5th (out of 33) on the internal MillerCoors scorecard that included growth goals such as volume, operating profit, and market share.
- In 2013 ranked the highest market share gains amongst the company's top 2 new brand initiatives.

- Drove volume growth and market share from 2010 through 2012, over delivered the territory P&L targets by over \$2.4 M in operating profit. This equated to +0.9% or \$1M over targets in 2012.
- Conducted a deep dive analysis of ineffective price promotions spending resulted in underspending this budget by \$1.2M.
- Participated and led a team of high potential employees in a Women's mentoring group and also the Supply Chain mentoring group.

Miller Brewing Company

1994 to 2008

Regional Sales Manager – 09/06 to 08/08

Territory: State of PA, DE, and Southern NJ

Managed a team of sales and marketing managers and 23 distributors to deliver volume, profit and market share.

- Improved brand mix and overall volume, delivered 101.8% index to Operating Profit goals in 2007.
- Increased execution from the wholesaler network and improving the on-premise programming delivered highest market share gains in the US for Miller Lite
- Recognized for Partnership with the Philadelphia Eagles and Miller Lite at National Convention.

Sales and Operations Manager – 02/00 to 08/06

Territory: PA, NY, NJ, DE, MD and DC

Chief of Staff to Regional Vice President / General Managers. Managed logistics for on time delivery of product to wholesalers, analysis of sales data to uncover sales and profit opportunities, controlled a \$13M price promotions budget and managed the office staff.

- Improved operating profit by \$1.25 per barrel over \$35M in 2000.
- Managed pricing calendar to remain competitive and increase volume by 1.2%.
- Accountable for operations involving product orders, deliveries, out of stocks, and warehouse problems with over 32 Miller Wholesalers.
- Interacted with Miller Wholesalers to improve revenue and profits by focusing on higher profit and faster moving SKU's. Improved revenues in 2000 by 2.3%.

RELEVANT EARLIER EXPERIENCE

Chain Account Manager | Marketing Associate | Sales and Merchandising Specialist

EDUCATION

Masters of Business Administration (MBA)

Saint Joseph's University, Haub School of Business - Philadelphia, PA

Bachelor of Science in Liberal Arts

West Chester University - West Chester, PA