**James “Jacob” Nichols**

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**Regional Sales Manager** ● **National Account Manager** ● **Category Manager**

**PERFORMANCE PROFILE / PERFORMANCE SUMMARY**

Accomplished hardworking sales and management professional with a proven track record of bottom-line success with leading manufacturers, distributors and retailers in the CPG industry. Strong history of relationship-building, leading to long term profitable business partnerships. Goal-oriented initiator with established capabilities in identifying opportunities and achieving results. Comprehensive experience in all phases of successful product sales and development as a leader and team player with strong communication, presentation, organization and problem solving skills.

**Core Competencies**

Key Account Management Category Management Relationship Development Communication Skills

Collaborative Thinking Organizational Skills CPG Professional Category Analysis

Sales Reporting / Score-carding Detail Oriented Problem Solving Interpersonal Skills

Trade Management Promotional Planning Sales Strategies Critical Thinking Skills

KPI Achievement Presentation Skills Proactive / Driven Business Reviews

Distributor Management Strategic / Tactical Planning Pre / Post Sales Analysis Territory Management

Product Development DSD Experience Leader / Mentor Price Point Management

Fund / Deduction Management Sale Forecasting Product Forecasting New Item Launch

Project Management Customer Marketing Team Building Leadership

Business Development Customer Service Sales Management

**EDUCATION & CERTIFICATIONS**

* LAMAR UNIVERSITY, Beaumont, Texas, B.B.A., General Business & Entrepreneurship, 2004
* LONE STAR COLLEGE, Tomball, Texas, attended towards Associate of Science, Computer Networking
* *Cisco Certified Network Associate, CSCO11885897*
* *Phi Theta Kappa,* International Honor Society

**PROFESSIONAL EXPERIENCE**

**RIVIANA FOODS, Houston, Texas**

**Customer Marketing Manager 08/2015 – Present**

Oversee the analysis of consumption, shipment and competitive activity to determine customer and category trends, provide ad hoc analysis, create presentation materials for Senior Management, Sales Quarterly Business Reviews and Board of Directors Meetings, as well as, the development of category management and customer review presentations. Review current retailers’ shelf conditions and develop plans to improve the company’s position and space allocation. Work with Regional Sales Managers as needed to develop customer specific business plans, participate in customer meetings and review current customer distribution to identify possible product gap opportunities. Utilize SAP and IRI systems to monitor and insure trade spending budget is within acceptable limits. Key participant in cross functional task teams (including Marketing, Operations, Demand Planning, Accounting, Finance, Logistics, etc.) such as, new product development, product forecasting and biweekly project management meetings.

* *Assist in the management of Riviana’s National $72MM annual variable marketing fund for our regional sales team maximizing product volume by 8% and company revenue by 12% for Minute, Success, Carolina, Mahatma and Blue Ribbon rice brands over the past three years.*
* *Exceeded variable marketing fund goals for past three year coming in under budget by an average of -2%.*
* *Key Participant in the development and roll out of improved New Product Development (NPD) forecasting tool to Marketing, Field Sales and Broker Teams which increased efficiency and accuracy by an estimated 10%.*
* *Redesigned forecast modeling tool help to manage the sales and operational forecasting of all new product launches attaining an average forecasting error of 16% against a goal of 25% since 2016.*

**SILVER EAGLE DISTRIBUTORS, Houston, Texas**

**Sr. Category Manager 07/2012 - 8/2015**

Successfully built, developed and maintain excellent working relationships with chain account buyers and decision makers. Successfully partnered with assigned National/Key accounts on category management topics and insight, also assists the sell in of all new packages/brand introductions to market and assigned accounts. Prepared insight driven presentations for retailer on recommendations and implementation plans, resulting in enhancement in product holding power and flow. Responsible for making recommendations to Senior Management on shelf set benchmarks and methods to help increase sales through category space management programs and standards. Generated reports by leveraging the using of internal shipment and IRI data on all shelf set trends, new package placements, and brands performances identifying growth/risk opportunities.

* *Successfully oversaw category responsibilities for Fiesta, Kroger (Southwest KMA), Sellers Brothers, HEB resulting in an overall profitable category volume growth of +12.7%.*
* *Increased company market share in assigned by +3% annually.*
* *Redesigned product tracking tool which helped increased distribution by 15% over three years.*

**GLAZER’S DISTRIBUTING, Houston, Texas**

**Business Analyst (Regional Sales Team) 03/2012 - 07/2012**

Successfullyanalyzed sales volumes and created inventory forecasts in order to leverage market trends to minimize the impact of seasonal and promotional sales spikes. Created monthly sales track tools and reports to support sales team. Responsible for analyzing syndicated market/retailer data to develop relevant and timely insights on market/customer trends that lead to successfully evaluate the sales, distribution and support of new products. Used syndicated and retailer data to draw and implement shelf schematics to maximize over-all gross sales and market share. Strong proficiency using fact-based measures to develop solutions focused on category management basics, such as, market shares, opportunity gaps, volume trends, trade promotion factors, pricing and distribution voids. Created monthly category/brand updates for regional sales team, as well as, annual supplier and retailer business reviews.

* *Oversaw the successful category development of Brookshire Brothers, Fiesta, TimeWise, Food Town, Foodarama, Polk Oil and Sellers Brothers, resulting in volume growth of 12.7% within Texas and Louisiana.*
* *Successfully identified business opportunities, proposed strategic and tactical solutions resulting in an over-all revenue growth of 13.3% on assigned customers over a two and a half year period.*
* *Effectively compiled and analyzed market-level data to identify opportunities to expand Glazer’s market share within assigned accounts by +4% in a 3 year span.*

**RSC RENTAL, Houston, Texas**

**Territory Sales Manager (Outside Sales)** **03/2011-03/2012**

Responsible for the development and execution of effective sales strategies to increase rental revenue and volume in assigned territory. Successfully analyzed market conditions, competitive position, along with all potential and current customers’ needs to obtain rental contracts and generate business on assigned accounts. Responsible for sales accountability by preparing quarterly reports on sales results, market conditions, and account metrics to management.

* *Oversaw the successful development of newly restructured Houston sales territory of $3.4MM in sales revenue and effectively increasing revenue by 17% over a one year period.*
* *Successfully increased new accounts in my assigned territory by 70% within a one year period.*
* *Leveraged working relationships with key customers to negotiate contract terms and agreements to meet monthly and quarterly operating plans while successfully delivering against customer’s expectations and increasing company market share within assigned territory by 45%.*

**GLAZER’S DISTRIBUTING, Houston, Texas**

**Category Manager (Business Development) 12/2008 - 03/2011**

Effectively managed the use of internal customer and syndicated market data to analyze and propose product shelf position changes which maximized gross dollars and unit volumes growth, along with other key schematics measures. Evaluated sales, distribution, and support of new product placement and development by effectively preparing and communicating clear impactful sales stories using fact-based sales presentations. Maintain and develop excellent long-standing relationships with assigned customers and business decision makers. Operated as company liaison between suppliers and assigned customers with a lead role in strategic planning, process implementation and project management.

* *Oversaw the successful category development of Brookshire Brothers, Fiesta, TimeWise, Food Town, Foodarama, Polk Oil and Sellers Brothers, resulting in volume growth of 12.7% within Texas and Louisiana.*
* *Successfully identified business opportunities, proposed strategic and tactical solutions resulting in an over-all revenue growth of 13.3% on assigned customers over a two and a half year period.*
* *Effectively compiled and analyzed market-level data to identify opportunities to expand Glazer’s market share within assigned accounts by +4% in a 3 year span.*

**Chain Account Manager (Customer Sales Manager/Business Development)** **6/2006 - 12/2008**

Developed long term mutual partnerships with assigned chain account decision-makers successfully promoting the sale, pricing, supply, reliability and quality of Glazer’s products and services. Successfully improved product sales for assigned accounts and continuously ensured customer support through effective brand management, distribution and promotional/pricing support. Managed the implementation and execution of state wide promotional sales programs within customer accounts to ensure product pricing and delivery of programs were in accordance with agreed upon terms and conditions. Effectively monitored product inventory levels to ensure product availability, replenishment, and distribution. Further improved growth by successfully identifying short/long term account opportunities driven by the creation and execution of related strategic sales plans, implementing scorecard reviews, and installing of post-promotional tools at store level to leverage Glazer’s products and maximize customer relationships.

* *Successfully oversaw the sales development of all Glazers Products for Brookshire Brothers and Fiesta grocery accounts within Texas and Louisiana, resulting in +23% increase in sales revenue within a 3 year span.*
* *Increase company over-all market share in all assigned accounts by 7% over a 3 year period.*
* *Effectively developed corporate account strategies and customer specific sales plans that yielded double digit volume growth of 34% for both Glazer’s and assigned customers.*

**REPUBLIC NATIONAL DISTRIBUTING COMPANY, Houston, Texas**

**Territory Sales Representative**  **06/2005-06/2006**

Performed daily sales functions to obtain and secure new business accounts while servicing the needs of existing customers within assigned territory. Drove all aspects of product development, brand positioning and account growth successfully meeting volume quota goals for nine consecutive months. Gathered information on competitive products, promotional matters, sales techniques, pricing and marketing policies.

* *Managed Houston area sales territory of $1.5MM in annual revenue and grew by 28%.*
* *Successfully exceeded sales volume quota growth by +20% within assigned territory by familiarizing established accounts with new products, line extensions and category development strategies.*
* *Effectively negotiated pricing, delivery dates, service terms and obligations, as well as, successfully investigated and resolved any customer complaints or requests in a professional and timely manner.*

**Category Analyst** **03/2005 - 06/2006**

Supported the Houston area category management team by analyzing, tracking and reporting on sales trends within the wine and spirits category for local, state and US markets. Successfully and accurately gathered, analyzed, and prepared fact-based reports on category trends and opportunities to category management team and upper management.

* *Provided information and analysis effectively developing category management recommendations to key account decision-maker which increased profitability to partnering manufacturers by more than 11% while increasing the customers gross dollar sales by 13.7% within a three month period.*
* *Supported the Houston area category management team by analyzing, tracking and reporting on sales trends within the wine and spirits category for local, state and US markets.*

**TECHNICAL SKILLS**

* Microsoft Office Suite, Excel, Word, Access, Power Point, Microsoft Project, Outlook
* SAP (Business Warehouse - BW, Fiori, TPM-promotional spending software, etc.)
* AS/400
* Salesforce (customer relationship management software)
* Adesso (promotional spending software)
* Network routers, switches, wireless access points, and firewalls
* JDA Space Planning Plus/ProSpace (supply Chain/merchandising/schematic design software)
* ProDiver (data mining software)
* AC Nielsen (Nitro, Answers on Demand-AOD, etc.)
* IRI data platforms (Unify & Unify Office)
* PMT (Planogram Management Tool)
* MarginMinor (data mining software)

**PROFESSIONAL TRAINING**

* *Advanced Space Management,* 2010
* *Space Planning Plus,* 2008
* CCNA (Cisco Certified Network Associate) 2010-2014

**PROFESSIONAL DEVELOPMENT COURSES**

Accounting (3), Economics (4), Marketing (3), Business Law (2), Business Communications, Production Management, Organizational Behavior Management, Human Resource Management, Finance (2), Cisco Networking & Telecommunications, Cisco Network Fundamentals, Cisco LAN Switching and Wireless, Cisco Routing Protocols and Concepts, Cisco Accessing the WAN, Microsoft Windows 2000, Management Information Systems (5), Strategic Management, Cost Accounting