##### **Alan Rastellini**

##### 21131 Barrett Creek Lane

Richmond, TX 77407

**Alan.Rastellini@gmail.com** **614-330-4228**

**Summary**

Accomplished sales, marketing and category management executive adept at building and managing successful teams, leveraging technological innovation and launching winning products to achieve outstanding results. Track record of consistently driving growth, managing complex projects, and building relationships with external & internal customers.

Professional Experience

Sysco Foods Corporation 2012 – October 2019

# **Director/Manager of Category Management**

General Manager of over $1.4B Liquid Refreshment Beverage business. Responsible for P&L performance, strategy, supplier negotiations & management, product assortment and marketing of a portfolio of National and Sysco branded beverage items.

* Exceeded the primary fiscal financial objective for all 6 years in the role.
* Participate in ongoing team selling with Foodservice operators in both the Commercial and Non-Commercial channels
* Regularly lead complex negotiations with the world’s largest beverage suppliers
* Member of Tactical Support Team charged with preparing for and managing Sysco’s North American crisis responses

Dr Pepper Snapple Group 2003 – 2012

# **Director Business Development**

Lead the Fountain Foodservice Business Development Department by coaching 19 professionals in support of the Field Sales organization for Sales Technology, Category Management, Field Marketing, Customer Master Data, Sales Reporting and the itradeNetwork data service.

* Completed a multinational, multidepartment project to add a new team into the Business Development group to perform Customer Master Data maintenance.
* Managed the 2011 pricing increase product allocation process. Performed the upfront analysis and negotiated with distributors to limit financial “buy ins” ahead of a record price increase while ensuring end user customers remained in stock. Results were that no end user customers were shorted, end of year stretch targets were achieved and January 2012 shipments exceeded all previous January results.

# **Category Manager – Northeast Business Unit**

Manage 2 Category Analysts. Build strategic customer partnerships & deliver impactful shopper insights for 23 retailers, including Meijer &Giant Eagle, for the carbonated soft drinks, energy, water, shelf-stable juice/drinks, cut fruit/sauce and ready-to-drink tea categories.

* During Meijer’s 2010 Carbonated Soft Drink Category review succeeded in gaining an 8% shelf space for Dr Pepper Carbonated Soft Drink brands.
* 2010 Snapple SKU rationalization analysis achieved the corporate SKU objective reduction while increasing overall volume & improving in stock conditions.

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**Professional Experience**

**Category Manager — Meijer**

Worked on site at Meijer to collaborate on strategy and deliver results for Meijer as well as DPS.

* Grew DPS CSD shelf space seven years in row.
* During Meijer’s 2010 Apple Sauce review I was able to eliminate the second national brand and deliver a 60% increase in DPSG’s Mott’s Apple Sauce space.
* In 2009 DPS was chosen as Energy Category Review captain for the 6th consecutive year. DPS secured full distribution and preferred shelf position for DPS’ Venom Energy brand in all stores. Venom at Meijer achieved the highest category share among all Grocery accounts.

Joseph Mercurio Produce Distributors 2002 – 2003

# **Director of Sales & Marketing**

Lead the sales team to deliver top and bottom line growth.

Borden Foods Corporation 1995 – 2001

Sales Planning Manager

Member of the Foodservice and Pasta senior management teams as well as account executive for Borden Foodservice’s Redistribution network, including DOT Foods & Chicago Sweeteners.

Veryfine Juice Products 1990 – 1995

# **Associate Marketing Manager**

Responsible for brand management, channel profitability creative strategy, sales materials, customer merchandising tools and consumer initiatives.

# **Assistant Trade Marketing Manager**

# Managed budgets and introduced an all-case-rate trade accrual process.

**Sales Coordinator**

Managed divisional sales operations, brokers, customer contracts and budgeting.

General Foods 1987 – 1990

# **Key Account Manager**

# Sold branded beverage product line including coffee, cocoa, dispensed juices and powdered soft drinks to regional chains and independent operators in Foodservice & C-Store segments.

**Education**

* B.B.A. in Management Isenberg School of Management University of Massachusetts, Amherst
* Marketing Management Certificate IFMA Foodservice Institute at Notre Dame University

#### Professional Training

* Highly proficient with various analytic tools & Microsoft Office
* JDA Intactix certifications include Space Automation and Professional Space Planner
* Certified Six Sigma Yellow Belt