**Robin Kaplan**

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SALES MANAGEMENT EXECUTIVE PROFILE

Quality driven sales and marketing focused executive with successful and dedicated experience in the food, beverage, packaging and CPG industry.

Proven track record of sales growth, developing key accounts, building brand equity, managing product launches and developing marketing programs for diverse consumer audiences.

Highly respected, forward sellingaccount manager and sales professional, tapped as a territory turnaround specialist and take-charge accountability with a passion for sales to E-Commerce, Grocery, Mass, Distribution and Club channels in territories across the US.

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| AREAS OF EXPERTISE  Inside Sales Management  CRM Knowledge  New Business Development  Relationship Building  Budgeting & Forecasting  Product Training, launching and merchandising  Sales Techniques/Closings  Sales Analytics- IRI/SPINS  Increase Revenue Streams  Trade Show Management  Brand Identity Building  Improving Customer Service  Entrepreneurial  Tech Savvy  Private Label Sales | **CORE COMPETENCIES**  ***Effective Communicator – Innovative Sales Leader – Creative Marketer***   * Responsible for budgets of over $10 million for national key accounts. * Digital media and marketing experience, tech savvy. * Manages sales programs and strategic planning initiatives. * Calls on C-Suite Executives, conducts business reviews and sales presentations. * Builds strong client relationships through outstanding oral and written communication and interpersonal skills. * Proven success in handling complex projects from inception to completion. * Manages projects successfully through strong organizational, analytical and problem-solving skills. * Provides superior client service due to a meticulous attention to detail. * Experience working collaboratively and successfully with senior leadership, customers and clients. * Understands how to identify and capitalize on key business opportunities. |

PROFESSIONAL CAREER EXPERIENCE

**Italian Rose/La Mexicana Salsa Company, Arizona 2/2019- 10/2019**

**Southwest Regional Sales Manager**

**Responsible for over 5 Million Dollars in yearly sales of fresh, refrigerated Salsa and Italian Tomato products to Corporate and National retail deli and dairy grocery chains across 5 Southwest states that include California, Texas and Arizona**.

* Manage trade spend, new item placements and trade show budgets, new item launches and presentations for all headquarter accounts.
* Responsible for all aspects of account growth including developing merchandising strategies, marketing and promotional plans and determining product mix recommendations to maximize sell thru.
* Lead several broker organizations and responsible for hiring and training new brokers in territory.
* Territory Growth currently at 15% YTD
* Accounts include Albertson’s-West Coast divisions, Smart & Final, Stater Brothers, Basha’s/Food City, Sprouts.

**SWISS AMERICAN CHEESE COMPANY, Missouri 2017 to 2018**

**REGIONAL SALES MANAGER**

***Dynamic producer for national specialty cheese and gourmet food distributor.***

* Managed national accounts of Safeway/Albertson’s-West Coast, Jewel-Osco, Private Label Accounts.
* Managed promotions, trade spend, new product development and headquarter calls to several high volume grocery chains and distributors.
* Managed all aspects of account growth including developing show strategies, marketing and promotional plans and determining product mix recommendations to maximize sell thru.
* Launched new products and increased distribution from new lines while forecasting demand and market conditions to accurately predict sales projections.
* ***Increased territory growth by 20% in first year***
* ***Responsible for over $4,000,000 dollars in sales.***

**MOUNTAIN VALLEY SPRING WATER, Arkansas 2013 to 2016**

**REGIONAL BUSINESS DEVELOPMENT MANAGER - MIDWEST**

***Recruited as company’s first Regional Manager for 9-state region for premium bottled spring water company.***

* Engaged, directed and lead three brokerage teams of over 150 associates to achieve targeted sales, increase ROI and develop brand recognition across specialty grocery, mass grocery, C-Store and upscale foodservice accounts.
* Built national brand awareness through strong distributor programs and utilization of category management and data tools, such as IRI, SPINS and Nielsen.
* Managed new item placements, sales promotions, 15 distribution locations and Account Manager training for headquarter account (Kehe Foods, UNFI, Whole Foods-Midwest Region).
* Worked closely with National Sales Director, Corporate management and Marketing in developing and implementing customized marketing plans to ensure that promotions/sales goals were exceeded.
* ***Grew sales from 0 points of distribution to over 2,800 customers nationwide in 2 years***
* ***Sales growth to $4 million within three years***
* ***Outside and Inside Sales Management responsibilities***

**THERMOSAFE BRANDS, Illinois 2010 - 2012**

**PRODUCT MANAGER/NATIONAL ACCOUNT MANAGER**

***P&L responsibility for this division of Sonoco Protective Packaging, a manufacturer of temperature-assured packaging products for food producers.***

***Promoted from Senior Account Manager to Product and National Account Sales Manager after 1 year***

* Implemented new sales and marketing programs in food packaging division to outside and inside sales reps and national packaging distributors.
* Interacted with Purchasing and Supply Chain Managers to offer cost effective solutions for shipping refrigerated and frozen food products.
* Managed the development and execution of marketing activities, including collateral materials, POS displays, national trade show budgets, and product training and development.
* ***Developed sales goals and forecast plans that would double sales in three years.***
* ***Achieved 20% sales growth within the first year.***
  + ***Reached 4,000 accounts within a 2-month time period utilizing inside sales CRM System, cold calling and re-developing lost accounts.***

**EXCLUSIVELY GOURMET, LTD., Illinois 2007-2009**

**KEY ACCOUNT MANAGER**

***Managed sales, marketing, budgets, new item placements, trade shows and sales training for over 25 principals. Broker of cheeses, perishable deli products and premium chocolates.***

* Generated $2 million in yearly sales of premium cheeses and specialty foods.
* Grew sales 25% per year by opening new distributor and direct retail accounts in executing new item placements by working directly with Purchasing Departments and Sales Managers of five major distributors and over 1,000 retail stores.
* ***Grew sales 25% per year to national food distributors and key account retail chains.***

**ADDITIONAL FOOD SALES EXPERIENCE, Illinois, Pennsylvania**

**KEY ACCOUNT & MARKETING MANAGER/SALES REP/OWNER/KEY ACCOUNT MANAGER – C.A. Fortune & Co./Cheese and Deli Specialties/RK Sales, Inc./Seattle’s Best**

Served as Broker Manager for 100 nationally-branded specialty, perishable deli and natural food products. Managed sales, marketing, sales forecasting, budgets and new product introductions for 200+ manufacturers. Presented sales seminars and training meetings to major distributors and chain food service operators. Launched specialty food brokerage company representing three principals, was able to grow to 10 companies in the first year while managing all sales presentations, category management, forecasting and budgets. Responsible for marketing, merchandising and monitoring trade and ad spends for all accounts. Experience includes diverse knowledge of industry and customers including foodservice distributors, retail distributors, independent retail grocery stores, upscale restaurants, hotels and foodservice contract companies. Key accounts included Sysco, Whole Foods and Kehe Foods

* ***Increased territory growth by 20% in first year***
* ***Grew sales by 25% each consecutive year***
* ***Responsible for over $10,000,000 in sales***

EDUCATION

**University of Illinois**

Champaign-Urbana, Illinois *Bachelor of Science, Restaurant Management*