

# KYLE F. HEROD

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## SUMMARY

A seasoned and passionate executive with a history of driving top and bottom-line results at Fortune 50 companies (PepsiCo and Wal-Mart), a public Mid-cap organization (Crane Co./Crane Merchandising Systems), and 2 private equity ventures (Ice House America and TriMark USA). A proven performer who advances initiatives from strategic development to tactical execution to completion with after-action analysis. A servant leader who has demonstrated the ability to manage complexity and change in matrix organizations with focus, discipline, and execution.

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## EXECUTIVE EXPERIENCE

TRIMARK USA, LEWISVILLE, TEXAS

**Senior Vice-President – National Accounts**

2016-2020

A senior leadership team member providing sales leadership to the Southern Region that sells \$600M per year in restaurant equipment and supplies.

- Responsible for a team tasked to grow national chain restaurants with an aggregate yearly volume of \$145M
- Directed the chain new business development team which added concepts in 2019 that generated \$14M
- Responsible for division-wide sales strategy, execution, and marketing plan development
- Maintained critical top to top linkages with key chain customers to further develop partner strategies
- Developed and negotiated programs supporting emerging and legacy chain customers

CERTIFIED MANAGEMENT GROUP, LOS ANGELES, CALIFORNIA

**Vice-President – National Sales**

2014-2016

Managed \$20M in sales and provided marketing services to CPG brands for target markets

- Clients included: The Coca-Cola Company, Hostess Brands, Barcel USA, Farmer Brothers, and Nestle Waters.
- Responsible for brand management, sales strategy, and market execution of multiple national beverage and snack brands into distributors and resellers in the vending, foodservice, and alternate retail channels
- Managed brands into Performance Food Group/Vistar with responsibility for HQ and local operating companies
- Developed and negotiated CMAs and regional programming to advance brand penetration into target channels

ICE HOUSE AMERICA, JACKSONVILLE BEACH, FLORIDA

**Vice-President and General Manager**

2012-2014

Responsible for directing an \$8MM Ice Vending operation and provided support for a \$31MM dealer and franchise markets. Managed a team of 6 functional managers, 3 finance/administrative support, and an operational team of 12 other managers.

- Grew the fleet size by 6% including strategic redeployments and acquisitions which yielded 8% revenue lift across the fleet and generated a 9% lift in EBITDA
- Implemented lean processes and cost controls across the business including an improved Pod structure providing lean routing, better cash controls, and renegotiated contracts for key services;
- Initiated relationships with regional grocery and CNG/Petroleum chains to expand small platform business. Key opportunities included: Compass Group/Best Vendors, Giant Oil, and The Pelican Group.
- Direct report to CEO and regular interaction with the PE Partners and Board of Directors

CRANE MERCHANDISING SYSTEMS, ST. LOUIS, MO

**Vice-President Sales, North United States & Canada**

2006-2012

Sales Leadership Team Member responsible for directing \$52MM in vending equipment and software sales. Led a team of 9 Area Sales Managers and 2 distribution centers across 26 states and Canada.

- Successfully grew region sales an average of 8% per year over 5 years with responsibilities expanding from 8 to 11 direct reports
- Fostering and driving key relationships to drive incremental volume at corporate and large independent operators such as Canteen, Sodexo, The United States Navy (NEXCOM & MWR), Answer Vending, Culinary Ventures, Pepsi Mid-Americas, and Next Generation Vending.
- Managed and developed a sales team focused on selling the Crane enterprise vision, comprised of Vending Equipment, Beverage Machines, Payment Systems, Vending Management Software, and Vending Telemetry Solutions.
- Participated in lean management and strategic deployment process to create and implement company direction

PEPSICO FOODSERVICE, PLANO, TX

**National Account Executive – PepsiCo Foodservice**

1998-2006

Senior Sales Executive reporting to the Vice-President of Foodservice responsible for leading \$150MM Vistar Roma snack and beverage business. Lead a team of 6 Key Accounts Managers to deliver plan on the Frito-Lay, Quaker Oats, Gatorade, Pepsi, and Tropicana lines of business.

- Re-established strong relationships top to bottom with Vistar/Roma Foods to expand product opportunities and further optimize our PepsiCo's second largest distributor.
- Expanded product distribution and reach through Vistar from the vending channel to penetrate independent C-Store, Airport Stores, Theatres, Cash & Carries, and Restaurants
- Developed a collaborative strategy woven into programming and incentives to grow the business 9% in aggregate.
- Implemented a strategy to drive incremental sales including the first ever Frito-Lay/Vistar exclusive product launch

**Category Marketing Manager, PepsiCo Foodservice – Plano, TX, 2003-2004.**

- Supported \$340MM PepsiCo food and beverage portfolio with category insights, marketing tools, and selling materials.
- Managed division syndicated data (IRI, Crest, NPD) to construct insights and channel-specific selling stories.
- Commissioned development of software to create vending planograms for full-line operators to use optimal space to sales planning.

**Vending Customer Development Manager, PepsiCo Foodservice - Charlotte, NC 2001-2003.**

- Sold \$25MM in food and beverage sales to 5 key accounts in the Southeast Region.
- Created programs and optimal product planograms to drive key customer sales and profitability.
- Dotted line managed 6 territory managers including the mentorship of junior sales personnel to reach their sales targets and develop their customer base.

**Compass National Account Sales Manager, PepsiCo Foodservice – Charlotte, NC 2000-2001.**

- Managed \$42MM Pepsi-Cola and Frito-Lay "Power of One" business for Compass in the Southeast Region.
- Leveraged strong relationships and product knowledge to win versus The Coca-Cola Company.
- Delivered on plan performance for Compass on the Foodservice and Vending Channels in 2000.

**Territory Manager, Frito-Lay Direct Sales - Charlotte, NC 1998-2000.**

- Frontline Territory Manager responsible for the development of the North and South Carolina markets.
- Managed 3 Foodservice Broadline Distributors and 2 Vending Distributors in a \$13MM snack business.
- Drove 2 consecutive years of double digit over-plan performance, beating plan by \$2MM each year.

**A D D I T I O N A L   E X P E R I E N C E**

**Product Manager, Donovan Enterprises – Georgia and Florida 1997-1998.** Managed and developed \$7MM insulated bulkhead product line. Coached and directed 6 regional sales managers and 6 broker managers in delivery of plan.

**General Manager, Wal-Mart Stores – Charlotte, NC 1996-1998.** Directed a staff of 14 management personnel and 270 hourly associates at 114K square foot facility. Implemented improved inventory controls and merchandising focus to deliver \$30MM in sales and \$1.9MM in profits. Achieved 11% yearly sales increases driven by innovative merchandising, improved people management, and superior store standards. Delivered record inventory shrink results for this store(.74%).

**Co-Manager/Assistant Manager, Wal-Mart Stores – Multiple Locations in NC 1991-1996.** Supervised daily operations, merchandising, staffing, and training at numerous division 1 stores in the Carolinas. Developed market specific products and merchandising to drive incremental sales. Selected to Walton Institute (Bentonville, AR) for accelerated management development

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**E D U C A T I O N**

**UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL, NORTH CAROLINA, 1992**

*Bachelor of Arts in Psychology, Minor in Industrial Relations*

Dean's List: Five Consecutive Semesters.3.0 Cumulative GPA. Residence Hall Governor 1990, Phi Kappa Tau Fraternity Finance Chairman 1991, Phi Kappa Tau Fraternity Vice-President 1992. Practicum: John B. Umstead Hospital Vocational Rehabilitation Volunteer 1991-1992. Interfaith Council Homeless Shelter Volunteer 1990-1992.

**GEORGIA STATE UNIVERSITY, ATLANTA, GEORGIA, 2008** National Automatic Merchandising Emerging Leaders Program.

**NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION, 2009 –** NAMA Certified Executive Program and Certification.