

# PAUL ALLEN MARSH

Dallas-Fort Worth

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(972) 658-2247

Dedicated and passionate sports executive with a proven track record of achievement who has demonstrated success driving multi-million-dollar sales growth. Tenacious in building new business, securing customer loyalty, and forging strong relationships with internal and external business partners. Strong history of developing, launching, and accelerating projects with steadfast focus on stakeholder buy-in and feedback.

## CORE COMPETENCIES

US Sales Operations Leadership (CPG & Pharmaceutical)

Sr. CPG Account Management

Authentic Influence

Sr. Sales and Negotiating Skills

Premier Brand Management (*Takis Fuego Chips, Bang Energy Drinks*)

Market Experience (DSD, Wholesale, National Chains, E-Commerce)

International Sales (60 different countries)

Mentor and Coach for Improved Performance

Strategic Alliance and Partnership Development

Results Driven

Embrace Merit, Diversity, and Inclusion

Experience Directing Teams (100+ Employees)

## PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS

### **VPX PHARMACUETICALS dba VPX Sports (Bang Energy)**

**2019- 08/2020**

#### **National Energy Shot Division Sales Manager**

Recruited by VPX Sports – Performance Beverage and Sports Nutrition (2019-dollar sales: \$723.6 million)

- Managed national VPX Energy Shot Division - Bang and Redline Energy Shots
- Owned and developed corporate vision, planning, and strategic oversight
- Delivered + **329.8%** volume increase in small and large format channels \*IRI 52 Weeks Ending 6/14/2020
- Increase total ACV penetration by + **15.5%** \*IRI 52 Weeks Ending 6/14/2020
- Secured placement in nation's top convenience and grocery (Walmart, Kroger, 7-Eleven, Circle K...)
- Total national account call responsibility spanning across (50) states
- Key Account Management- developed new business and establish relationships with key national retailers
- Engaged (32) National and Regional Account Managers with category reviews and national sales goals
- Responsible for category execution of all programs and promotions – DSD, Wholesale and Direct
- Managed forecasting, pricing, development of marketing initiatives, sales goals and financial objectives

### **HAIDER CORPORATION**

**2017- 2019**

#### **Sr. Vice President of Sales - National Accounts**

Developed and managed U.S. strategic sales plans for both energy shots and energy drinks

- Managed \$20.3MM top selling *Tweaker* energy shot brand: +**13.4%** growth \*Caffeine Informer- December 6<sup>th</sup>, 2018
- Led company to achieve two years consecutive double-digit growth
- Managed brand to become the #2 energy shot company in the U.S. ranked in 8 of the top 10 value SKUs
- Recognized in 2017 Dallas Business Journal "People on the Move"
- Received 2017 National Accolade "Movers and Shakers" - Beverage Industry (Force Brands/Bev Force)
- Accelerated distribution (E-commerce, national chains, brokers, distributors & wholesalers)
- Recruited as U.S. Director of Sales and promoted to Sr. Vice President of Sales
- Developed and managed key account national broker plan using top U.S. wholesalers
- Established Amazon and account management process for additional online sales

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## GRUPO BIMBO dba Barcel USA (Takis Fuego)

2011-2016

### U.S. Strategic Accounts Sales Operations Manager – National Accounts

- Recruited to manage U.S. large format and tasked with increasing national chain penetration
- Developed supermarket national sales operations strategy bringing *Takis Fuego* to national prominence
- Managed sales operations teams (26) and national distributors (37)
- Barcel USA Fuego Award - Employee of the Year
- Increased an astonishing 61% new sales growth in world's largest chain
- Increased supermarket chain distribution to 42 states

### Western Region Manager (CA, TX, CO, NM, AZ, NV, OR, WA, ID, MT and WY)

- Ranked #1 United States region growth increase + 40.7%
- Accelerated organic growth (Walmart, Target, & Safeway/Albertsons) + 34.7%
- Grew customer base to over 8,200 customers
- Decreased region debt from \$3M to \$0 past due

## REGUS (United Kingdom)

2009-2011

### Director, Global Corporate Accounts (US Headquarters: Dallas TX)

- Managed growth of \$15-20MM and closed \$8MM in new business transactions
- Proven success in international sales (Americas, Asia Pacific, EMEA, and Latin America)
- Top international sales results in over 60 different countries
- Ranked #1 of 500 North America Sales Business Development Managers
- Closed 195 contracts in one month – largest number in company's 20+ year history

## EDUCATION / CERTIFICATIONS

### Oklahoma State University

Spears School of Business

Bachelor of Science - Business Management

### Southern Methodist University

Cox School of Business Executive Education

Certificate of Leadership

### University of North Carolina

Kenan-Flagler Business School

Certificate of Capital Investments