Brent L. Daves

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# Sales Executive

Energetic and results oriented Sales Executive with 20+ years’ experience and a proven track record of driving growth and increasing market share by creating, developing and executing sales and marketing programs. Core competencies include:

* Broker Management
* Negotiation
* Leadership
* Account Management
* Building Sales Teams
* Account Management
* Distributors
* Private Label
* Business Development
* Proven Sales Growth
* IRI & Nielson Sales Data
* P & L Management

Professional Experience

## Launch Products International — LaVerne, CA

President/Founder, March 2016

Consult with companies to build sales by penetrating national retailers and new business segments.

## Xiomega3 LLC — Woodland Hills, CA

National Sales Director US/Export, August 2013 – January 2016

Oversee the sales case/revenue for the United States, selling to Safeway, Kroger, Sams Club, Sprouts, WinCo Foods, Whole Foods, Stater Brothers, HEB, Raley’s and Costco.

Increased annual sales revenue 284% in 2015 by closing new business with national retailers in the natural and conventional supermarket chains, club stores, and dollar channels.

Diversified customers base by selling products into export, airline, healthcare and educational channels.

## Kik Custom Products — Toronto, Canada

Western US Key Account Manager, May 2011 – June 2013

Called on buyers at headquarters, selling products into national grocery chains, dollar stores, and national foodservice companies.

Increased 2012 case volume at 180% and revenue at 172% vs. 2011.

Collaborated with marketing and customers to develop new private label products.

Managed brokers and distributors on daily sales, and developed incentives to drive brand growth.

## Cott Beverage — Tampa, FL

Western US Customer Development Manager, April 2010 – May 2011

Called on headquarters for the national retail chains, foodservice, and healthcare channels.

Increased case sales volume by 84% above budget plan.

Added new brokers to penetrate new segments and grow the business thru Sysco, US Foods, FSA and Shamrock distributors.

Coordinated with marketing to drive new private label beverage products into national supermarket, convenience and dollar store channels.

## Nature’s Path Food Service — St. Charles, IL

Western US Sales Director, August 2005 – March 2010

Developed and managed sales in 17 states for the #1 organic cereal and snack company in the world.

Achieved 216% growth in sales.

Opened up new channels of business by selling product lines into the educational, healthcare, military, airline, cruise line and export segment.

## A&R Wholesale Distributors, Inc. — Anaheim, CA

Director of Sales, October 2002 – August 2005

Developed new national accounts and expanded existing accounts in the sale of groceries, beverages, and snacks in the California and Las Vegas territories.

Increased sales volume by 62% in 2005, and achieved new company sales record each month from 2004 – 2005.

Worked with brokers and distributors to sell new products for the education channel.

Sold products directly into the hotel and healthcare segment.

## New York Life Company — Brea, CA

Financial Advisor, June 2000 – July 2002

Marketed a full line of financial products to a diverse client base.

Prepared and conducted investment seminars for Fortune 500 corporations.

Achieved the Centurion Award for top sales volume in 2001.

Achieved the Life Career Achievement Award, for top achievement in consistent case rate in 2000.

Achieved Yosho Kinjo Award for top Rookie Sales, Brea office in the first six months of 2000.

## Pepsi Cola Company — Los Angeles/Orange County, CA

Key Account Manager, December 1990 – June 2000

Developed new national and local accounts with a complete portfolio of products.

Increased sales 170% in 1999 by signing up contracts with new national foodservice restaurants.

Achieved the Top Gun Sales Award for consistently exceeding annual sales goals in 1998.

Achieved Key Account Manager of the Year, On-Premise Division, for the most new business and highest retention in existing business 1997.

Won the Pepsi Cup for “Top Salesman of the Year" in the US in first year for the highest bottle and can revenue for the retail channel.

Rolled out new beverage brands like Lipton Tea, Ocean Spray, Starbucks Frappuccino bottles to national c-stores and supermarket retailers.

*Additional experience includes Market Development Representative, Account Development Representative, and Retail Representative.*

Education & Licensure

Public Administration, University of Southern California, Los Angeles, CA

Life and Health Insurance License

Series 6 Securities License

Affiliation

California Restaurant Association, Mexican American Grocery Association

Korean American Grocery Association

National Association of Insurance Financial Advisors