## Steve Schehr

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# SUMMARY

Customer focused individual with over 20 years experience in sales at fortune 500 companies in the CPG industry. Excellent interpersonal and communication skills, both written and verbal. Ability to effectively interact with all levels of management and execute priorities while motivating others.

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| • Customer focused | • Collaboration | • Sales background |
| • Trade fund management | • Systems knowledge | • Broker Management |
| • Critical thinker | • Presentation skills | • Category Management |

# EXPERIENCE

**Nestle,** Plymouth MI 2010 to **Present**

**District Sales Leader**

* Leading a team of 20+ Sales Reps, Delivery Agents, and Full/Part Time Merchandisers
* Manage $17MM business with sales increases the past 7 out of 9 years
* Lead the largest volume District in the Area and 2nd largest in the Region
* Successfully led a major integration project combining pizza and ice cream onto one truck
* Facilitated change management working with go to market team on multiple route optimization projects
* Coach and train Sales Rep which has led to the promotion of 4 direct reports in two years
* Developed Sales Reps fact based selling efforts by providing analyzed reports, business reviews, and sell sheets to aid in their calls
* Part of a National Leader Council developing projects to help improve company results and provide better tools for the field
* Involved in mentoring college graduates in a year long District Manger Designate program
* Subject matter expert for seven years on Kroger and Meijer account business
* Attended Meijer top to top meetings leading discussions on retail execution
* Attended quarterly Kroger planning meetings to schedule endcap plans and POG’s
* Facilitated Walmart Market Manager meetings delivering business reviews and selling quarterly promotional programs to drive sales
* Presented to Category Manager at Busch’s Nestle’s new item program securing distribution chain wide

**HJ HEINZ**, Pittsburgh, PA **2008 to 2009**

**Assistant Category Development Manager**

* Conducted analysis to understand brand performance, competitive conditions, and category trends for Heinz gravy and Wyler’s soup brands
* Utilized Nielsen/GDW/Siebel to help manage trade promotions effectively
* Assisted in the development of business reviews for category development initiatives and key account calls that led to 95% distribution of our new item in 2008
* Created fact based presentations for field sales to support new items, competitive situations, enhance merchandising effectiveness, and improved shelving
* Delivered record sales, profitability, and share for the 2008 gravy season
* Developed and presented financial investment review to senior management outlining impact on incremental trade spend in 2008 for the gravy and soup category

**HJ HEINZ**, Denver, CO **2006 to 2008**

**Retail Business Manager**

* Managed retail execution through a broker network (Acosta) covering 12 states, 8 broker offices and over 1,000 reps throughout the west
* Worked cross functionally with Acosta from EVP to Sales Reps creating strategies and priorities that drove improved retail execution in the west out performing total US by 10%
* Improved communication through conference calls, sell sheets and established goals that increased audit results 60% and display cases by 263% in 2 years
* Created a retail action plan used with Space Managers, improving category schematics by 90%
* Led the west to the top national rankings through incentive contests, monthly newsletters, Heinz website, electronic audit reporting, conference calls, and quarterly retail meetings
* Conducted over 1,000 audits in one year helping close distribution gaps by 50%

**BRACH'S CONFECTIONS**, Denver, CO **2004 to 2006**

**Region Manager**

* Managed package candy, bulk candy, seasonal candy, and fruit snack business for all customers in Colorado, Arizona, New Mexico representing over $5,000,000 in sales per year (King Soopers/Fry’s/Albertsons/Safeway)
* Managed 12% trade budget used to plan events and drive increased package candy sales
* Sold and implemented the roll-out of a bulk candy DSD program with Safeway Denver that delivered over $500,000 in annual sales
* Increased seasonal candy sales +20% at Albertsons and Kroger
* Managed retail execution through several brokers (Crossmark/Advantage/Acosta) improving distribution by 40%
* Developed a creative cross promotional program with Universal Studios and Fry’s during the release of the Harry Potter DVD
* Gained new candy distribution at Albertsons, Kroger and Safeway representing $100,000 in sales

**NABISCO** (Acquired by Kraft in 1999), Denver, CO

**Customer Business Manager 2000 to 2004**

* Managed an $8,000,000 Cooke/Cracker business for Albertsons Denver consisting of 70 stores in 4 states
* Responsible for all facets of customer management including P&L, category management, forecasting, deductions, relationships, category reviews, and top to top meetings
* Responsible for communicating monthly plans to sales reps and ensuring execution at retail
* Managed $1,500,000 checkbook distributing resources against specific brands to drive sales and share growth
* Developed plan for customer, which earned 2nd place in a national sales contest
* Gained major shelf space two consecutive years in a row which grew base dollars by 7%

### District Sales Manager 1999 to 2000

* Managed and motivated a team of 37 Sales Representatives and Merchandisers
* Coached and trained selling and organizational skills to the team
* Created Sales Rep of the month award which motivated team and delivered 8 record months
* Grew sales by 10% while working through turnover
* Decreased customer complaints with better communication and a weekend hotline number

PREVIOUS POSITIONS INCLUDE:

**Special Project (National Trainer) 1998 to 1999**

Nabisco RJR, Minneapolis, MN

**Territory Manager 1997 to 1998**

Nabisco RJR, St.Cloud, MN

**Sales Representative 1995 to 1997**

Nabisco RJR, Bismarck, ND

**Sales Associate 1994 to 1995**

Nabisco RJR, Minneapolis, MN

#### EDUCATION

 **Bachelor of Science (Human Resource Management)**, Winthrop University 1991

#### AWARDS/Certificates

Salesperson of the Year 1997

Presidents Award 1998

District Manager of the Year 2000

Account Manager of the Quarter 2002

Triple Crown Winner (Sales, Share, Profit) 2003

Class B license 2010

Defensive Driving 2011

Train the Trainer 2012

Leader Council 2013

Won 3 quarterly region DSL contests to Chicago 2013-2014

National Safety Video 2016

6 Years team injury free 2013-2019

District Sales Leader Designate Mentor Program 2014-2016