**Patrick T. Confrey** (845) 641-8386 ■ [patrickconfrey@yahoo.com](mailto:patrickconfrey@yahoo.com)

**Vice President of Sales and Distribution – Consumer Packaged Goods Industry**

**Master of Business Administration**

Strategic Sales Planning Sales Operations Management

Territory Development & Management Solutions Selling

P&L Management Vendor & Customer Relations

Marketing & Brand Building Customer Service & Satisfaction

**History of success in driving market penetration, increasing brand awareness and sales volume, and improving processes and efficiencies for companies in the consumer packaged goods industry.** Proven strengths in identifying and creating action plans for opportunities and collaborating with others to exceed goals.Able to easily build rapport with customers and gain their confidence and trust through exhibiting in-depth knowledge of products and services. Excel at coaching, motivating, and inspiring teams to overcome obstacles and achieve high levels of performance.

**Experience**

**Marina Ice Cream**, Queens, NY 2016 – Present

***General Manager***

Hold full general management authority for a $60M master concessionaire of Unilever ice cream brands as well as other secondary brands. In charge of day-to-day operations, including company direction, sales, budgeting, market trends analysis, and HR. Negotiate and serve as point of contact for multiple suppliers. Manage eight direct reports, 100 indirect reports, and over 100 independent sub distributors.

* Brought in from Unilever to set vision and direction for the company, and add structure and move it to a higher level. **Generated 17% growth in year one.**
* Improved efficiencies by creating structured daily activities centered on loading times, inventory compliance, scheduling requirements, HR processes, company handbook, policies and procedures, and revision of all routes.
* Launched innovative new products and hired fulltime sales force that expanded company into new channels.
* Responsible for 4 distribution centers located within the metro NY area.

**Frito Lay, Inc.**,New York / New Jersey 2003 – 2016

***Sales and Distribution Director – New York, NY*** (2012 – 2016)

Continually promoted during 13-year career at a subsidiary of PepsiCo. Selected to grow New York City distribution area, a highly visible zone needing strong direction and struggling with market leadership. A $100M sales plan and a $15M finance plan. Managed 20 direct reports and 200+ indirect reports. Served as point person for all union negotiations.

* **Exceeded top-line sales plan over $3M in year one and $1M - $5M each year after.** Steered vision and plan to increase brand awareness and sales.
* Partnered with Frito Lay/PepsiCo brand managers and area managers to drive brand recognition and maximum market penetration.
* Developed action plans for market penetration including new POGs, product selection, pricing, and equipment and merchandising standards.
* Consistently interacted with Senior PepsiCo Management through yearly operating planning and execution market tours
* Worked cooperatively with buyers from several companies, including CVS, Rite Aid, BJ’s, Wafefern, Ahold, Walgreens, and multiple small grocery banners.
* Negotiated six separate union contracts (consisting of two separate unions )that better adhered to job requirements.
* Hired new team of managers and motivated them to achieve proper execution in the market.

***Zone Sales Leader – Long Island, NY*** (2010 – 2012)

Served in a highly visible position reporting directly to the region’s Vice President. Provided sales leadership for day-to-day operations of the Long Island distribution area. Managed $8M operating budget, $80M sales budget, and team of 12 direct reports and 120 indirect reports.

* **Exceeded top-line sales plan by over $1M in year one and by $400K in year two.** Created agenda, vision, and plan for execution in the market. Hired and inspired salesforce to perform at their fullest potential.

***Zone Business Manager – Long Island, NY*** (2007 – 2010)

Stepped into a turnaround situation involving a zone with a five-year history of overspending and absence of sound policies, processes, and procedures. Managed $8M operating budget, 9 direct reports, and 100 indirect reports.

* Exceeded selling expense and operations expense performance goals and maintained accurate forecasting for two consecutive years.
* Collaborated with Region Finance Director to establish accurate yearly and period forecasting of zone expenses and with District Managers to develop and identify growth opportunities, monitor team performance, and track and follow up on all district responsibilities.
* **Overachieved zone sales plan by 5+% for two consecutive years** while maintaining DSL accountability to all key measures of performance, returned product, balances, and retention.
* Participated in decertification process of unionized employees without any labor disruption in Sept. 2009.
* Wrote policies and procedures and communicated with all members of zone to ensure they were followed properly.

***Sales Trainer – New York Region*** (2006 – 2007)

Strengthened overall performance of region senior leadership and effectiveness of salesforce in New York region by designing and executing sales training initiatives.

* Developed and presented all training materials. Centered training on proper selling techniques, sales planning, proper feedback, and accountability with teams.
* Certified more than 75 District Managers in required trainings.
* Developed content and led more than 24 presentations to senior leadership on development and successes of all new process in company’s “Plan to Make Plan” program.
* Rolled out essential hardware to six separate zones while conducting 100+ field training days in the market.

***District Sales Manager – North New Jersey*** (2003 – 2006)

Planned, executed, and managed sales activities within the district. Presented all sales plans and business goals within district to Zone Sales Leader daily. Managed $1M operating budget, $10M sales budget, and 16 direct reports.

* Consistently achieved sales plans and operating expense plans for three consecutive years. Fostered relationships with high-volume accounts to ensure company achieved maximum penetration within the marketplace.
* Conducted weekly one-on-one meetings with individual sales reps to strategize and discuss strategies and game plans for achieving sales volume goals and initiatives.
* Developed, coached, and promoted two direct reports to management positions.

**Prior Experience** (1998 – 2003): ***General Sales Manager / Sales Supervisor*** – **Dana Distributors**, Goshen, NY.

**Education**

Centenary College, Hackettstown, NJ

**Master of Business Administration** (2013)

**Bachelor of Science, Business Administration with emphasis in Marketing** (2011)

**Associate’s Degree** (2009)

**Certifications / Professional Development**

Six Sigma Certified / Certified Solution Selling / Franklin Covey 7 Habits / Sales & Management Training – Anheuser-Busch