

JAMES GOSHDIGIAN

CATEGORY MANAGEMENT SPECIALIST

CONTACT

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PROFILE

An experienced Category Manager with a demonstrated history of working in the consumer goods industry. Successful at building trusted customer relationships and turning around troubled relationships. Self-motivated creative individual with exceptional interpersonal skills. Adept at prioritizing and successfully managing multiple projects and timelines. Demonstrated talent for quickly learning and utilizing new technologies. Skilled in Consumer Behavior, Customer Insights, Nielsen, IRI, Market6, 84.51/Stratum, Precima, Retail Link, Numerator, Tableau, Qlikview, PowerBI, and Excel.

SKILLS

- MICROSOFT OFFICE
- MICROSOFT POWER BI
- MARKET 6
- 84.51/STRATUM
- NIELSEN
- IRI
- PRECIMA
- RETAIL LINK
- NUMERATOR
- TABLEAU
- QLIKVIEW
- APOLLO / JDA PROSPACE
- SPECTRA

EXPERIENCE

Curation Foods – Business Category Associate (Category Manager)

2020-present

Develop comprehensive New Item Tracker that combines multiple data sources (Nielsen, Stratum, Market6, Precima) into one easy to understand format for Sales and Executive Team

Utilize multiple data sources in the development of major sales presentations – including but not limited to business/category reviews and new item analysis for multiple retailers (Ahold Delhaize, Kroger, Meijer, Publix, Albertsons/Safeway, Loblaws, Sobeys etc.)

Construct and maintain 84.51 Stratum custom segmentations and train sales and marketing teams on how to utilize for analysis

Southern Glazer’s Wine & Spirits – Customer Development Manager (Category Manager)

2014-2020

Constructed Adult Beverage Display tracker boosting Kroger’s display execution 68% since 2014 on top Wine Priority display

Provided Kroger’s Wine & Spirits Category Manager & Sales Planners with promotional reviews and other ad-hoc reporting including but not limited to: pricing strategies, promotional recommendations, post-promo analysis, new item analysis, category scorecards

Developed “Best in Class” post promotional analysis (combining Market6, 84.51, and Nielsen data) in partnership with Kroger Sales Planners and SGWS suppliers to provide insights into what worked and what could be improved upon for the top Wine and Spirits priority programs

Maintained partnership with SGWS sales directors and suppliers in the development of strategic category plans at Kroger. Develop and present presentations for category reviews

EDUCATION

Thomas More College

2003-2007

Bachelor’s Degree in Business
Administration

Partnered with Kroger Category Manager and PLM to create an allocation tool and process for Adult Beverage Value-Added Packages (VAPs), which eliminated surplus VAP inventory in stores by providing quantities store could sell through

Trained over 35 team members on new software tools like company's proprietary tool 4Site (Qlikview), and how to utilize Power BI to improve efficiency

Harlow-HRK Sales & Marketing – Category Analyst

2012-2014

Utilized Nielsen, IRI, and Market6 data in the development of major sales presentations – including business reviews, new item analysis, post-promo analysis for several major clients (Hormel MegaMex, Hain Celestial, Almond Breeze)

Collaborated with Kroger's Category Manager and 84.51 Team Lead for the Mexican Foods category review in 2013 and 2014. Integrated Market6 with 84.51's consumer metrics to determine appropriate assortment.

Researched and analyzed Kroger yogurt category to find underdeveloped customer base and provided actionable insights and recommendations to capture that shopper

Improved the creation of customer scorecards utilizing Power BI

Coca-Cola Refreshments – Sales Analyst

2011-2012

Created inventory level tool in Excel so sales and operations could identify potential OOS issues

Assisted in JBP meetings with Account Executives and Kroger Category Managers by providing category analysis and insights

L3 Fuzing & Ordnance Systems – Cost Analyst

2008-2010

Formulated production and development costs on over 60% of RFP/RFQs from '08-'10

Calculated costs on RFP/RFQs ranging from \$100 to \$90MM+

Presented briefings to senior and corporate level management on RFP/RFQs that were \$5MM or more to get sign-off