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| **Michael J. Cruz** | mrcruz4848@att.net  [linkedin.com/in/michael-j-cruz-a212859](https://www.linkedin.com/in/michael-j-cruz-a212859?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base_contact_details%3B83x51KPrTz6%2F1hwv0YXmhA%3D%3D)St. Louis, MO 63123 • 847.977.0288 |

**Sales Director Profile**

**Accomplished professional with extensive experience in achieving full business potential through comprehensive sales operations management and team leadership across various sectors.**

Proven success collaborating with executive leadership in identifying, planning, developing, and implementing creative sales enhancement initiatives supporting future vision/needs of business. Prudent in leading diverse teams and executing various high-performing sales / marketing strategies to establish strong customer engagements, while increasing organizational sales and profitability. Well-versed in executing, spearheading, and delivering complex projects from conception to completion under budget and time. Articulate communicator; adept at establishing strong relationships and delivering continuous improvements to generate enhanced productivity, while strengthening relationships with C-level executives.

**Areas of Expertise**

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| * Sales Growth & Analysis
* Tactical Planning & Execution
* Profit & Revenue Optimization
* Market Research & Development
 | * Purchasing & Installation
* Employee Engagement
* Business Development
* Budgeting & Forecasting
 | * Team Building & Leadership
* Environmental Measurements
* Training & Development
* Customer Satisfaction & Retention
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|  | **Career Experience** |  |
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**Vice President of Sales & Marketing – Food & Beverage**, Lasco Foods | ST. Louis, MO **2018 – Present**

Drive optimal business performance by directing sales department and overseeing conditions, trends, analysis, and creating effective action plans. Streamline work processes by devising agreed-upon marketing investments/budgets (incentives, CPC, trade-spend) with distributor-partners. Expand business by forging strong working relationships with regional and national accounts at all necessary levels. Reduce costs by negotiating with various distributors on pricing structure, including temporary price reductions.

* Met business objectives and deadlines by leading four region managers, one marketing manager, one customer service manager, and one Hispanic market manager, while developing KPIs and conducting hiring, terminations, and annual reviews.
* Increased business productivity by controlling budget of $500K along with P&L management of all pricing and products.
* Finished 2022 sales year with mixers up 33.9%, leading to overall increase of $2.04M over 2021.
* Accomplished growth every year including during the pandemic and our companies building fire as well as increased business over 59% since taking position in 2018.
* Achieved largest growth over previous year coming from our food service side (distributors) of the business Ben E Keith up 39.3%, Performance Food Group up 15.6%, US Foods up 35.0%, and Gordons Foods up 15.3%.
* Enhanced business efficiency by reorganizing overall organization and arranging structure with focus on selling plans.
* Generated revenue by selling higher margin items and focusing more on fewer SKUs preventing spread of manufacturing too wide and ensuring availability of highest volume items.
* Optimized organizational structure by recruiting over 40 new distributers this year.

**Vice President | Chief Operating Officer**, Troverco, ST. Louis, MO **2015 – 2018**

Attained business growth by heading sales, marketing, and operations of organization. Improved process efficiency by remaining current with competitive product development and launches. Determined new customers and product opportunities by conducting in-depth research. Uncovered areas of improvement by assessing performance metrics. Formulated training plans for all job competencies by collaborating with HR.

* Accomplished company’s objectives by meeting assigned sales quotas.
* Achieved customer satisfaction and retention by offering timely and effective solutions for clients.
* Augmented financial performance by successfully administering company through intense bankruptcy/restructure process.
* Amplified management’s effectiveness by recruiting, selecting, training, and discipling managers and communicating values, strategies, and objectives.

**Director of National Accounts**, Compact Industries (Formerly Insight Beverages), ST. Charles, IL **2008 – 2015**

Acquired new business, including Kroger, Circle K, Cumberland Farms, Flying J, Kwik Trip, Pantry, 7-Eleven OK, Maverick, Sunoco, and Travel America by leading sales team on all significant chain calls. Implemented profitable cappuccino programs in beverage/food centers and attached branded gas stations in collaboration with number of regional grocers, such as Meijer's, HEB, Hy-Vee, and Giant as well as national retailer Kroger. Directed management and planning of several regional and national grocery accounts as well as expansion efforts of national convenience store team. Interacted with product users on regular basis to gather honest feedback for internal team.

* Grew business by strengthening professional relationships with top 50 U.S. convenience store chains.
* Raised distribution in chains outside top 50 by liaising with brokers.
* Guaranteed smooth workflow and facilitated exceptional customer service throughout sales process by building distributor relations with McLane, Eby Brown, Coremark, and others.
* Enhanced company's overall sales by 2% ($1.5M), or by over 34% ($4M), sales in 2011 by more than 28% ($2.9M), while decreasing corporate revenue fell by more than 3% ($1.9M) by utilizing robust strategies.
* Doubled national account contribution to company's financial pool by establishing new accounts and fostering organic growth in current business.
* Promoted informed decision-making by performing major role in business plan team, encompassing finance, operations, customer service, and research and development.
* Managed growth of biggest account of business from 17.83% to 18.88% ($13.5M) within year by using innovative approaches.

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|  | **Additional Experience** |  |
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**Zone Director – Western United States**, Gambrinus Company, Chicago, IL

**Zone Sales Leader**, Frito Lay, Inc., Queens, NY

**National Director of Sales,** Jack Links Snack Foods, Minong, WI

**Director of Sales,** Anheuser Busch Inc, MA & NY

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|  | **Education** |  |
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**Bachelor of Science in Communications & Marketing**

University Of Louisville, Louisville, KY