

BRIAN DILLON

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PROFESSIONAL SUMMARY

Proactive and results-oriented Sales and Marketing Leader with a proven 20-year tenure in driving transformative business development initiatives and managing global accounts within the F&B sector. Demonstrated track record of achieving outstanding results, including spearheading 300% growth and elevating revenue by \$14 million. Expertise encompasses strategic territory expansion, innovative marketing campaigns, successful product launches, and cultivating high-value client relationships. Recognized for adept team leadership and fostering collaborative partnerships as a Business Partner, adept at negotiating with key stakeholders, including major chains, manufacturers, and vendors, to optimize product offerings and ensure timely delivery of premium ingredients. Passionate about delivering exceptional customer experiences and driving operational excellence.

AREAS OF EXPERTISE

Strategic Planning | Business Expansion | New Market Penetration | Territory Development | Revenue Growth | Sales Operations Management | Account Acquisition | Key Account Development | Social Media Marketing | Sales Team Leader Product Development | Stakeholder Negotiations | Presenting Business Value | Food & Beverage Trends | Relationship-Building

CAREER HIGHLIGHTS

- Offer a unique combination of business acumen with in-depth knowledge of industry trends, emerging technologies, and customer preferences to enhance F&B offerings to a diverse clientele.
- Achieved remarkable sales growth, elevating revenues from \$33 million to \$45 million across accounts such as Arthur Treacher's, Barnes & Noble, Bruegger's, Bertucci's, Cosi, D'Angelo's, Delaware North, Dunkin Donuts, Friendly's, Golden Corral, Legal Sea Foods, Loews Hotels, Fuddrucker's, Sbarro, and Starwood Hotels.
- Successfully managed and expanded sales by 11.4% at three global accounts: Chick-fil-A, Burger King, and Dunkin Brands.
- Drove revenue at Dunkin Donuts by 7% through the development of branding opportunities and long-term growth incentives.
- Recipient of Salesperson of the Year and National Account Manager of the Year awards, both internally in an organization and externally with customers, reflecting consistent excellence and impactful contributions to organizational success.

WORK EXPERIENCE

MartinBauer, Inc.

Director, Foodservice Business Development

2019 - 2024

- Spearheaded the strategic expansion of the business within both Commercial and Non-Commercial Foodservice sectors, fostering key relationships with Strategic Partner customers to generate an impressive \$3 million in incremental revenue.
- Orchestrated successful collaborations with co-manufacturing partners, resulting in the establishment of a lucrative new business segment generating over \$4 million in annual revenue.
- Achieved remarkable growth of over 300% in the Coca-Cola North America business within just two years of assuming leadership, showcasing exceptional market penetration and account management capabilities.
- Crafted and executed a comprehensive 2021-2022 Foodservice Business Plan, laying the foundation for a robust 5-year Strategic Plan spanning 2023-2027. This encompassed financial targets, strategic account development initiatives, and potential merger and acquisition opportunities.
- Led cross-functional teams in collaboration with R&D & Innovation to identify high-potential products tailored to Foodservice target customers.
- Strategically engaged professional and trade organizations to elevate the company's brand presence and product portfolio, effectively positioning the organization as a leader within the Foodservice industry.

Givaudan Flavors Corp. - Cincinnati, OH

Sr. Business Development Manager, Foodservice

2018 - 2019

- Hand-picked for a brand-new position to help start up new business lines within Commercial and Non-Commercial Foodservice segments and increased sales up to 131% with \$2.6 Million of additional revenue.
- Cultivated and nurtured strategic partnerships with key global accounts including Chick-fil-A, Burger King, and Dunkin Brands, leveraging adept negotiation skills to secure customer agreements aligned with both Global Account Strategies and Givaudan Flavors Standard Operating Procedures (SOPs).
- Drove sales within assigned accounts by 11.4% and gained new business at Burger King, Dunkin Brands, Signature Brands, and Flavor Solutions.
- Effectively supervised the day-to-day activities of a Foodservice Development Chef, ensuring seamless coordination and alignment with organizational objectives while fostering a culture of innovation and culinary excellence.

Merisant US, Inc. - Chicago, IL

Sr. National Sales & Marketing Manager, Foodservice

2017 – 2018

- Collaborated closely with senior management stakeholders to craft comprehensive strategic plans, establish ambitious sales targets, and delineate financial objectives for the North American Foodservice division.
- Spearheaded a dynamic cross-functional marketing team, fostering synergies with retail counterparts to streamline the product development lifecycle and identify innovative opportunities for Foodservice applications and packaging.
- Developed new trade show protocols for the presentation of Whole Earth Sweetener Company All-Natural Sweeteners, including recipe development for operators in the use of the products.

National Account Manager, Foodservice

2013 – 2017

- Turned around an inherited struggling territory to stabilize and grow the business by 35% in the first 2 years.
- Grew Dunkin Donuts business from \$1.2 Million to \$4.1 Million.
- Expanded operations and increased profitability for large chain accounts in the eastern part of the US (as well as Minnesota, Texas, Louisiana, and Colorado) through the sales of Equal Brand Sweeteners and Whole Earth Sweetener Company products.

Kettle Cuisine, Chelsea, MA

Director of National Accounts

2012 – 2013

- Entrusted with a pivotal role to drive Foodservice sales and solidify Kettle Cuisine's position as a premier national supplier within the chain restaurant channel, beyond the markets of New England and the Mid-Atlantic regions.
- Cultivated strategic partnerships with new accounts and emerging chains such as Noodle's & Co., Firebirds Restaurants, Cooper's Hawk Winery and Restaurant, Garbanzo's Mediterranean Grill, Great Harvest Bread Company, Atlanta Bread Company, East Coast Wings & Grill, and Salsarita's, facilitating robust market expansion and revenue growth.
- Spearheaded the introduction of comprehensive ideation protocols for Chain Account presentations, incorporating proprietary recipe development, precise specifications, and tailored menu ideations, enhancing the appeal and relevance of Kettle Cuisine's offerings to prospective clients.

Prior roles include **Assistant Director (National Accounts)**, **National Account Manager**, and **Brand Manager**.

EDUCATION

Bachelor of Science (B.S.) in Management; Minor in English | St. Francis University – Loretto, PA
Large Account Management Process, Miller Heiman

BOARD ENGAGEMENTS AND PROFESSIONAL AFFILIATIONS

Board of Advisors, Seton Hall Univ., Stillman School of Business Graduate Certificate Program, 2019 – 2024
International Foodservice Manufacturers Association (2019 – 2023, President's Conference Planning Committee, 2019 – 2022; Sales & Marketing Conference Planning Committee, 2019 – 2021)
Society for Hospitality & Food Management – Boston, MA Board | 2017 – 2018
Research Chef's Association (2013 – 2022, Membership Committee Board, 2018 – 2021)
Board of Directors – Souhegan Scholarship Foundation | 2012 – 2016

COMMUNITY SERVICE AND VOLUNTEERING

Habitat for Humanity, Amherst, NH, 2019 – 2022 | Senior High Youth Group Advisor, 2011 - 2018
Town of Amherst, NH Master Plan Steering Committee & NH Planning Board, 2006 – 2007

SOFTWARE EXPERTISE

SAP CRM | Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) | Google Suite