

# BARBRA C. HARMER

San Diego, CA • [bbk5@me.com](mailto:bbk5@me.com) 858.449.3260

## PROFESSIONAL SUMMARY

Extensive experience in business development, sales and team leadership within FMCG in retail, foodservice, club, mass, B2B and ecommerce channels, including national account & distributor/broker management. Most recent experience in global platform/technology sales. Record of strategically growing portfolio sales, increasing profitability and building strong team and client relationships. Passionate about quality of work and customer satisfaction. Outstanding communication, problem-solving and presentation skills.

## SKILLS

- Global sales and business development acumen
- Direct client, re-seller and partner management
- Self-motivation and entrepreneurialism
- Team leadership, development and growth
- Proven track record of surpassing targets
- Relationship building with C-suite leaders

## EXPERIENCE

2017-Present



### Global Sales Manager

#### Egencia, an Expedia company

- Develop and execute Egencia platform sales strategy to target large, global corporations headquartered in the U.S. with footprints in Asia Pacific, Latin America and European markets
- Manage complex projects while leading cross-functional, global teams and alliance partners
- Signed first global client within 6 months in role (typical selling cycle 1yr+), coordinating efforts across EMEA and APAC
- Developed multiple, future global opportunities through prospecting and relationship-building

2016-2017



### National Accounts Executive, Channel Development

#### Starbucks Coffee Company, San Diego, CA

- Oversaw workplace national accounts, re-sellers, business partners and convenience channel
- Focused on channel strategies, account growth and new business development
- Managed partnerships, direct sales and development activities to achieve sales and profit goals
- Provided leadership to field partners via ongoing communications, market visits, division presentations and individual consulting
- Negotiated national account agreements and foodservice supply contracts
- Developed joint business plans with customers to achieve partnership goals

2015-2016



### Senior Manager, Sales Planning and Operations, Evolution Fresh

#### Starbucks Coffee Company, Seattle, WA

- Reported to President of Evolution Fresh and member of Leadership Team
- Led sales planning and operations team for Evolution Fresh across all channels
- Provided ongoing coaching, direction and leadership support to direct reports to achieve partner, business and customer results
- Developed strategic and operational plans for the sales team, managing execution, and measuring results across grocery, natural, club, mass, retail and ecommerce channels
- Co-created innovative ideas with category/marketing to address customer needs
- Developed and provided oversight on key sales business processes including forecasting, trade funds management and customer service

2012-2015

### Senior Manager – Business Development, UK/IRELAND Channel Development

#### Starbucks Coffee Company, United Kingdom

- Full responsibility for UK/Ireland market strategy and business development/sales of ready-to-drink, packaged coffee and premium single-cup machines within CPG and specialty channels (grocery, club, convenience, department stores and ecommerce) through distributors & licensed partners
- Led UK/Ireland channel development team of sales and marketing professionals
- Led top-to-top management of both distributor, licensed partner and customer relationships to drive results (increased annual revenues by 80% and profitability by 418% while in position)
- Developed new packaged coffee strategy by changing pack size, price and on-pack offer resulting in increase in sales of 30%
- Full channel P&L management responsibility for UK/Ireland
- Consistently hit or exceeded AOP targets for the UK/Ireland market
- Provided leadership and expertise to EMEA team as well as distributor sales partners

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- 2011-2012 **Senior National Account Executive – Target Licensed Stores**  
**Starbucks Coffee Company, Seattle, WA**
- Responsible for operations and sales in 1100 Starbucks Target Licensed Stores (\$350M revenue)
  - Led sales team and guided field teams in execution, store employee training and customer service
  - Developed strong executive level client relationships and built long-term account value
  - Provided consulting support to licensee through review of performance measures, labor management, revenue generation, site development, trend analysis, program/product initiatives and strategic planning
- 2008-2011 **Senior National Account Executive – Foodservice/Office Coffee**  
**Starbucks Coffee Company, Seattle, WA**
- Responsible for all office coffee national account business (\$50M revenue)
  - Supervised and coached direct reports in management of specialty retailers & office suppliers
  - Developed strong executive-level relationships with foodservice management companies, direct national clients, and specialty retailers
  - Designed, sold in and implemented sales & marketing programs to drive revenue growth by double-digits each year
  - Delivered business reviews and plans to C-level clients
- 2004-2008 **National Account Manager – Odwalla Brand**  
**Coca-Cola North America, Seattle, WA**
- Responsible for development and execution of national strategy for all Kroger stores, convenience stores and online business (\$20M revenue) as well as management of brokers and distributors
  - Increased portfolio sales by 120% in 3 years through existing and new customers
  - Obtained 100% distribution (from 25%) in CA Kroger chain = +\$1.3M annually
  - Signed on AZ Kroger grocery chain (114 stores) for incremental \$1M+ annually
  - Increased Odwalla Bar sales to over \$1.2M from \$305K annually
  - Signed new national convenience store distributor contract to launch in channel
- 2003-2004 **Senior Sales Executive – Foodservice and Hospitality**  
**Coca-Cola North America, Bellevue, WA**
- Grew existing national/regional accounts and acquired new clients through strong strategic planning and execution and collaboration with Coca-Cola distributors and bottling division
- 1997-2003 **Account Executive – Foodservice & Hospitality**  
**Coca-Cola North America, Bellevue, WA**
- Multiple, progressing sales roles with responsibility for account development and acquisition
- 1996-1997 **Call Center Sales Team Manager** (*team of 25 direct reports*)  
**Nordstrom, Inc., Seattle, WA**
- 1994-1996 **Internal Auditor**  
**Nordstrom, Inc, Seattle, WA**
- 1992-1994 **Assistant Store Manager**  
**Foot Locker, WA**
- 1991-1992 **Marketing / Event Planning Assistant**  
**World League America (Deutschland) GmbH, Frankfurt, Germany**

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## EDUCATION

- 1992 **Master of International Business / MBA**  
**Pepperdine University, Malibu, CA and Germany**  
Program included eight months of work/study in Germany and 1.5 years intensive German
- 1990 **B.S. Business Administration – Finance**  
**San Diego State University, San Diego, CA**