

William David

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VP / DIRECTOR OF SALES & MARKETING

**P&L / Growth Strategies / Business & Product Development / Product Launch / B2B / Reengineering
Organizational Development / CPI / Acquisition Integrations / Change Management / Teambuilding**

Award-winning sales leader, hand-selected by executives at **Kellogg's Snacks** to pioneer new sales innovation position, improving processes, go-to-market strategy and revenue. Analyzed competitors and developed strategic partnerships with **Wal-Mart, Kroger, Albertson's, Safeway** and others, launching new products and setting new corporate records. Earlier achievements with **Keebler** and **Pepsi Cola**. Enhanced and developed regional business planning method, sharing Best Practices, delivering turnkey solutions, and driving cross-functional teams to align brand strategies to region and customer level.

Results and goal-oriented manager, fair and honest with high degree of integrity. Team player with strong company loyalties. Lead by example and possess outstanding work ethic. Excellent communicator, relating well with people at all levels. Develop, support and direct personnel fairly, recognizing and rewarding accomplishments.

BS, Business Administration, Marketing Major, West Virginia University. Cornell University Leadership Program. Extensive and ongoing education in business management, profit selling and presentations to executive.

NOTABLE ACHIEVEMENTS

Led business planning process/development of 22 account business plans. Created peer team representing zones and driving ownership/accountability. Developed new business while reducing region trade spend \$1.4M.

Developed new strategic go-to-market launch model still in effect today for Kellogg's Snacks. Aligned 1700 Territory Sales Managers to simplified new product development priorities and in-store execution. Provided turnkey solutions/support tools. Increased ACV distribution from 80% in 12 weeks to over 90% ACV distribution in six weeks. Improved ACV any display from 45% to 60%+.

Spearheaded Kellogg's Snacks' largest-ever new item launch, gaining \$9M in first week revenue.

Led and developed first national customer strategic business plan process for Kellogg's Snacks. Coordinated and directed cross-function team involved in brand marketing, innovation, consumer insights, merchandising and operations. Partnered with top two national accounts (Wal-Mart and Kroger). Achieved top ratings in company.

CAREER HISTORY

Director, Sales, Marketing, Recruiting & Development, American Safe Retirements, 2007 to Present. \$120M investment wholesaler. Business Partner strategically focused on new market development and expansion. Creating national strategic sales and marketing plan. Establish new business in key markets.

Kellogg's Company, world's leading producer of cereal and a leading producer of convenience foods.

Director/Associate Director of Sales, 2005 to 2007. Led Direct Sales and Operations across 260 "Equity/Franchise" Independent Distributors and 12 Master/Broker Distributors. Held full P&L responsibility for \$80M annual revenue, 32 Managers across eight states, regional and national customers (grocery/mass channels), in-store execution and overhead expenses. Grew sales 1% over history/reduced overhead expenses \$364K (10%).

Director, Sales Planning & Sales Innovation – Customer Marketing, 2003 to 2005. Selected to lead Sales and Innovation at world headquarters. Directed team's business partnership across multiple department functions. Developed Kellogg's Snacks Annual Business Plan. Served as corporate liaison to national field sales. Commercialized brand marketing strategies into selling solutions. Led the single largest new item launch in company's history. Developed and fully executed first-ever strategic annual business plan. Earlier: **Sr. Customer Marketing Manager**, 2002, (for **Albertson's** and **Safeway**) and **Regional Trade Marketing Director**, 2001, (clients **Meijer, Kroger, Giant Eagle, Farmer Jack & Jewel**).

Prior: **Zone Sales Manager, Key Account Manager, District Sales, Manager**, Keebler Company, 1991 to 2000. **Operations Sales Manager, District Sales Manager** and **Sales Representative**, 1986 to 1991, Pepsi Cola.