

# Chris Kemp

22West Drive, Raleigh, NC 27612  
919-555-1212

---

## Senior Sales / Marketing Management Executive

---

Effective combination of sales/marketing expertise and business management acumen.

- Thorough conversant with all aspects of the sales cycle; particularly proficient in developing customized, winning proposals.
- Equally skilled in business planning, financial analysis, goals-setting, and directing day-to-day operations to achieve objectives.

### **HIGHLIGHTS**

- Proven sales performer with both start-up and ongoing business operations; exceptional ability to develop new business through dogged persistence; thorough planning and research, and effective proposal presentation.
- A key strength is the ability to influence, motivate, and lead people — staff, prospects/customers, vendors — through effective communication and personal interaction skills.
- Highly goal oriented; derive satisfaction from setting and achieving ambitious goals, both individually and through staff leadership.

## Professional Experience

GREAT FOODS INC., Cincinnati, Ohio

1993-Present

### **President / Owner**

Founded organization specializing in the packaging and distribution of candy, nuts and assorted specialty items. Shepherded business through start-up phase to current level of success: a stable operation employing a staff of 12 with a developed customer base in the Northeast and South.

Managed all business operation: sales, marketing, product development, financing, employee training budgeting, accounting, purchasing, and customer service.

### **Key Accomplishments: SALES/MARKETING**

- Negotiated SPECIAL promotions for national chain accounts representing 60% of total sales.
- Secured initial contract with the country's #4 food/drug store chain with an aggressive 3-month start-up period. Sold the account based on quality of product, price/Value, and professional presentation.
- Initiated and managed private-label program with the nation's #2 food/drug store chain. Pursued account for 2 years. Prepared detailed financial /sales projections; verified numbers through in-store test programs; successfully converted all store chain-wide.

### **Key Accomplishments: BUSINESS MANAGEMENT**

- Wrote business plan that led to initial company financing.
- Researched, introduced, and developed new private-label product lines.
- Prepared accounting budget, maximizing gross profit and existing business.
- Coordinated product development including packaging, label design, and planograms.
- Implemented a cost-effective purchasing system to increase profitability.
- Solicit input from all employees during regular business meeting: brainstorm operation ideas, review income and expenses, and creatively address issues of cost control and resources utilization.

### **Key Accomplishments: STAFF DEVELOPMENT**

- Motivate and manage staff of 12 employees in sales, operations management, and production. Personally recruit and hire all staff, drawing upon business contracts to attract ambitious and qualified candidates.
- Hold twice-weekly sales meetings to review sales data and objectives, introduce new products, and train on new sales strategies.
- Consistently develop and promote employees, encouraging their ability and drive through increased responsibility and opportunities for advancement.

MACRO-PACKAGING, Wilton, Connecticut

1991-1993

Premier manufacturer of high-quality packaging. Promoted rapidly due to sales initiatives and proven management ability: increased sales 30% in first 2 years of employment.

**Vice President / Sales** (1992-1993)

- Developed sales and marketing strategy for the United States and Canada with sales totaling more than \$7 million.
- Significantly increased business with existing high-volume accounts through successful negotiations.
- Prepared quarterly and annual budget.
- Implemented quality control and customer service measurements.
- Managed communications network between operations, customer service, and sale, emphasizing goal attainment.
- Retained all responsibilities of Sales Manager while assuming additional planning and leadership role as Vice President.

**Sales Manager** (1991-1992)

- Developed training program for new sales representatives.
- Managed and advised 4 sales representatives on budgets, new accounts, existing business, and customer relations.
- Serviced a 5-ste territory.

**Sales Representative** (July-December 1991)

- Demonstrated proven sales ability by increasing customer base and expanding existing business.
- Communicated with 2 manufacturing facilities, working closely with the production team.

AMERICAN FOOD SUPPLY, Albany, New York

1984-1991

**Sales Manager** (1988-1991)

**Sales Representative** (1986-1988)

**Night Shift Manager** (1984-1986)

- Doubled sales during tenure as Sales Manager for regional tobacco and candy distributor.
- Developed training program for 8 sales representatives.
- Expanded exiting accounts and set up distributor network.
- Managed 12 night shift employees, Created and implemented successful order fulfillment program.

**Education**

Bachelor of science in Business Management  
STATE UNIVERSITY OF NEW YORK, Albany, NY