

JEFFREY MINTZ

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— SENIOR SALES MANAGER —

Highly motivated and influential Sales & Business Development strategist in the CPG Industries, applying more than 20 years of experience to exceptional team performance, relationship management, and profits.

- Demonstrate expertise in business development, operations direction, process improvement, program and project management, marketing, sales, fiscal oversight, quality assurance, and customer satisfaction.
- Excel in industries to include manufacturing, distribution, hospitality, publishing, and professional services with focus on CPG.
- Provide product management through branding, launches, prospecting, presentations, needs assessments, customized solutions, pricing, contract management, deal closing, account management, channel management, and merchandising.
- Capture consistently winning sales numbers in challenging markets and economies.
- Establish and maximize high-value business relationships and strategic alliances.
- Recruit, train, and focus teams to surpass corporate targets.
- Prioritize and drive extensive agendas in demanding settings.
- Target opportunities to expand volume of business, boost revenue, and outperform competitors.

Corporate Leadership • Strategic & Tactical Planning • Business Partnering & Modeling
Market & Account Expansions • Consultative Sales • Technical & Creative Initiatives • B2B & B2C
Revenue Generation & Savings • Budget Control • Forecasting • P&L
Talent Development • Goal Setting • Performance Management • Benchmarking • Client Acquisition & Retention
Communications • Presentations • Vendor Management • Negotiations • Decision Making • Problem Solving

— PROFESSIONAL EXPERIENCE —

CPG and Foodservice

NEXT LEVEL SALES GROUP LITTLETON, Colorado • 2009 – Present

Provider of Manufacturer Sales Consulting and Broker expertise to Mass, Grocery and Club Store Chains.

Managing Director

Realized outstanding performance through execution of plan for pioneering placement of Specialty and Natural food items within national grocery and club store chains. Drafted marketing, advertising, and sales strategies, delivered high-impact presentations at headquarters of club and grocery store chains, and generated demand within Supply Purchasing Departments. Closed significant new sales to Costco, Safeway, Wegmans, DPI, UNFI, Albertsons, Super Valu and Kroger divisions.

President from 2002 – 2007 with Choice Sales & Marketing, LLC, provider of sales consulting and broker services. Delivered breakthrough sales numbers as Broker-Consultant to manufacturers of natural-organic foods while providing product packaging and launches, as well as sales training. Provided promotions and pricing of more than 125 SKU lines. Negotiated direct store distribution with regional distribution wholesalers, as well as product placement with major grocery store chains. Achieved distribution in Safeway, Albertson's, Kroger, Costco, Whole Foods, and Wild Oats. Captured new sales of \$17M in 3 years.

District Sales Manager from 2000 – 2002 with Alliant Foodservice, Inc., national food service distributor. Optimized performance of 10 Territory Sales Managers while realizing district sales increase of 150% in 2000, delivering gross profit of 7% above plan in 2001, and achieving customer retention in excess of 96% throughout tenure.

National Sales Manager from 1998 – 2000 with Cottrell, Ltd., product manufacturing enterprise. Maximized business development for Consumer Products Division through drive of marketing, advertising, and sales initiatives targeting wholesale, retail, mass, grocery, and club discount enterprises. Supervised 5 sales-support staff and 15 manufacturer representatives. Established national product distribution for more than 300 accounts. Catapulted division sales by 150% in 2000.

President from 1989 – 1998 with Mountain Green, Inc., manufacturer of environmentally friendly household cleaning products. Demonstrated entrepreneurial capability through establishment of enterprise focused on creation, branding, marketing, sale, and distribution of new product. Drafted manufacturing procedures and quality assurance guidelines, and negotiated distribution of first environmentally safe household cleaning product line sold through national grocery store chains. Achieved placement in more than 1500 stores, captured more than 75 national accounts, and escalated sales from \$0 to \$8M in 6 years. Closed successful sale of company.

Executive Operations Positions

ROX RESTAURANTS, LLC, Littleton, Colorado • 2007 – 2009

Dining establishment featuring contemporary American cuisine.

Managing Director

Provided exceptional leadership through establishment and development of restaurant to include management of staff of 80. Created brand identity, drafted purchasing procedures and agreements, and recruited top talent. Orchestrated logistics for comprehensive build-out, sourced vendors, and provided contract management and budget control. Catapulted first-year revenue to \$1.7M. Created marketing plan resulting in sales increase of 22%. Purchased bulk quantities and negotiated discounted pricing, resulting in savings of 15%. Negotiated successful sale of enterprise.

1099 Consultant/ Vice President of Sales from 2006 – 2007 with LVM Franchising, Inc., national publisher of direct mail and online advertising magazine. Exceeded expectations through drive of sales and operations to include oversight of 15 Corporate Account Executives. Created new process for policy development and strategic planning, restructured corporate training program for franchisees and Account Executives, and established Review Board of Franchisees. Expanded distribution of magazine to 8 new states. Revised company strategy from focus on franchises to include corporate-owned territories, resulting in addition of 15 new territories in 6 months and revenue increase in excess of 200%.

Director of International Franchise Development from 2005 – 2006 with Tab Boards International, Inc., provider of networking services to business owners, facilitating peer advice and coaching. Achieved breakthrough business development while closing sales of franchise units throughout North America. Orchestrated expansion of International Franchise Development to include Executive Professional Service Franchise. Created international business model and internal infrastructure in support of franchise brand, forged network of business consultants to facilitate brand expansion, and drafted operations procedures for new master franchisees.

Additional positions include- Consultant to Golden Valley Naturals, Tru Pickles, Eco Products, Culver Duck, and New West Foods; Tax Manager with Re/Max International; Tax Accounting Manager with King Soopers, Inc.; Senior Tax Accountant with Manville, Inc.; and Senior Financial Analyst with Diana Shops, Inc.

— **EDUCATION** —

Finance, Metro State College of Denver, Denver, Colorado
Accounting, County College of Morris, Randolph, New Jersey

— **CERTIFICATION** —

Action Selling Certified, Action Selling System
Sandler Selling System, Sandler Selling Institute

— **PROFESSIONAL MEMBERSHIP** —

Council Member, Gerson Lehrman Group