

RAYMOND GEORGE

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Additional Information and recommendations: <http://www.linkedin.com/in/rayg>

VP Sales & Marketing | Retail Consumer Products and Private Label Specialist

EXECUTIVE PROFILE

A hands-on business leader with 20 years experience driving consumer brands & private label sales, profits, and organizational excellence for Fortune 500 and mid size corporations.

Special Expertise

Sales: Established and manage highly profitable sales channels with leading food, drug and mass accounts in the US, Canada, Mexico and overseas, i.e. Wal-Mart, Kroger, Safeway, WalGreens, Rite Aid, Supervalu, Topco, CVS, A&P, Albertsons, Cardinal Health, CDC, CDMA, Dollar General, Duane Reade, Family Dollar, Food Lion, Freds, Harvard Drug, HEB, Ingles, McKesson, Meijer, Navarro, Piggly Wiggly, Publix, Save A Lot, Shopko, Wakefern, Western Family, Winn Dixie, 99 Cent Stores, and Mexico's Minister of Health Division.

Business Development: Experience creating a new sales division from the ground floor up, including establishing contacts with the top global manufacturers and distributors to sell products to food, drug and mass retail customers.

Negotiation: Skilled and effective at negotiating best price, product mix, and packaging costs for new products.

Strategic Sales and Marketing Planning: Capable of developing, implementing, and executing strategic plans for an entire Retail Food and OTC Drug Sales Division with sales up to \$100M for all products and across all markets.

Marketing: Initialize and develop all new item marketing strategies and new item presentations, customizing all of the presentations for each account call. Closely monitor IRI data along with data from other sources to gauge gender, age, regional and seasonal buying habits, and establish opportunistic marketing plans based on this research.

New Item Development: Expert in development and product procurement of new items including retail OTC items. Superb in Sales and Marketing assessment for all items; obtaining additional items from Co Packers to add to the product mix, and establishing prime placement of new and existing products with major national chain stores.

Private Label: Extensive experience in developing, obtaining and marketing private label dry goods and OTC drug products, including art work development to generate lasting brand and name recognition.

Broker Management: Manage US Regional, Canadian and Mexican Master Brokers, including 40 Private Label & Branded Brokers throughout the United States, and developed a network upwards of 150 local Food Brokers.

Out Source Packaging and Distribution Operations: Develop, implemented and manage Outsource Packaging operations for retail products produced and shipped out regionally to the retail accounts.

New Item Product Outsourcing: Develop, implement, execute and manage multiple national and International Co Pack Operations for new and existing Tablet, Liquid fill and Soft gel OTC products.

Customer Service: Manage large Customer Service team, setting up workload and overseeing order entry and retail customer service operations with customer base.

Financial Management: Bottom line responsibility for strategic planning, P&L, ROI, managing profits, pricing, sales and operating budgets, and financial systems automation.

Human Capital: Hire train, manage and motivate regional sales managers, sales and customer service teams, and a large network of local and regional food brokers coast to coast.

EXPERIENCE

Deseret Laboratories International

2004 to Present

Vice President Sales and Marketing - Retail Division / Reporting to the President/CEO

Deseret Laboratories is a full service Private Label and custom manufacturer of Rx, OTC, and nutraceutical products focusing on direct sourcing of ingredients to provide the highest quality products at competitive pricing.

- Recruited to start up a retail division from the ground floor with bottom line responsibility for all aspects of sales and marketing management. The division is now producing in excess of \$12 million in annual sales selling to major key accounts retail customers, substantially exceeding corporate expectations by 20%.
- Active in obtaining / developing new products working with contract manufacturers, setting-up a distribution fulfillment operations for the entire retail label program, and implementing a Packaging and manufacturing facility in the Eastern US to effectively service a rapidly expanding customer base.

Cumberland Swan Holdings, Inc.**2001 to 2004****National Sales Manager / Reporting to the EVP, Sales and Marketing**

Cumberland Swan Holdings, Inc. (now part of Vi-Jon Laboratories) is a manufacturer and distributor of personal care health and beauty products for the store brand industry in the United States.

- Responsible for \$60 million in annual sales, achieving double digit sales increases each fiscal year.
- Generated an additional \$14M in annual revenue from 2001 to 2004 by expanding the product base by 20%.

Red Gold, Inc**1996 to 2001****Director of Corporate Brand Sales / Reporting to VP of Sales [97-01]**

Red Gold, Inc. produces over 100 types of canned & bottled tomato products, including ketchup, tomato juice, diced tomatoes and pasta sauces; manufactures foodservice, private-label, and export products; and does co-packing.

- Personally brought in major new key accounts including Walmart, Safeway, Western Family, Food Lion and Publix resulting in well over \$6M in new and incremental annual sales.
- Established unparalleled track record of driving double digit growth of 10% - 27% versus the previous year.

Regional Sales Manager/Product Sales Manager [96-97]

- Developed four new major key accounts which Red Gold never sold before, increasing sales by 16% in a market that was declining by 3%
- Developed a comprehensive sales and marketing program for Salsa and Spaghetti Sauce which exceeded expectations, generating over \$6 million in sales revenue.

Castleberry Food/Snow's Doxsee Inc.**Region Sales Manager****1994 – 1996**

Castleberry (acquired by Bumble Bee) is a leading manufacturer and marketer of regionally prominent shelf-stable prepared foods, holding Top 1-3 positions for numerous company brands.

- Implemented innovative marketing programs to drive brand awareness and product sales including the use of excessive couponing and promotional marketing funding programs. Efforts increased annual sales in the MidAtlantic region by 6% and market share by 10.6%, allowing the company to maintain the # 1 position for chili, beef stew and hot dog chili sauce in the nation.

The Red Wing Company, Inc.**1991 – 1994****Region Sales Manager / District Sales Manager**

The Red Wing Company (merged with The Carriage House Companies) was a manufacturer of prepared foods.

- Responsible for retail sales in excess of \$20M of Red Wing Private Label grocery products throughout the Southeast, managing and training a network of 25 different broker sales forces throughout the region, along with directly overseeing the operations of a District Sales Manager.

The Pillsbury Company, Inc., Charlotte, NC**1985 - 1991****Retail Sales Supervisor / 6/89-10-91**

Pillsbury is one of the most recognized brand names in the world for bakery, grain and frozen food products.

- Responsible for sales of Green Giant and Pillsbury refrigerated and dry grocery products at over 700 grocery stores in North Carolina and Eastern Tennessee.
- Responsible for recruiting, hiring, training, evaluating and managing a regional direct sales organization of 24 sales representatives.

Key Supreme, Richmond, VA**1981 to 1985****Store Manager**

- Responsible for managing all assets of a retail grocery store with annual sales in excess of \$15M.

EDUCATION**BBA, Bachelor of Arts, Business Administration, University of North Carolina, Chapel Hill, NC**