

# Gary W. Greenwood

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## SENIOR SALES PROFESSIONAL ▪ CONSUMER GOODS

Self-motivated, results-driven sales professional with distinguished 20 year career leading sales operations for consumer goods enterprises. Business development expert with comprehensive product knowledge and exceptional ability to build profit through account penetration. Exceptional relationship manager with solid work ethic and unmistakable professional integrity. Outstanding team-builder and mentor, providing visionary leadership to ensure achievement of sales quotas and organizational goals.

### **Core competencies include:**

- Sales Team Building & Leadership
- Strategic Planning & Execution
- Business Development & Expansion
- Cross-functional Collaboration
- New Product Launches
- Budget Development & Forecasting
- Key Account Relationship Management
- Building Alliances & Partnerships
- Market Planning & Positioning
- Retail Merchandising

**Technology:** Word, Excel, PowerPoint, IRI, Peachtree Accounting, Nielsen Data, Photoshop.

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## SELECTED CAREER ACHIEVEMENTS

- ❖ Leveraged 16 years of sales experience in food sales to successfully launch entrepreneurial enterprise from ground up—**Anna Wintour Fashion**
  - ❖ Grew sales from start-up to over \$5M—**Anna Wintour Fashion**
  - ❖ Created merchandising programs to facilitate acceptance of product lines by retailers, resulting in 15% increase in clothing collection sales—**Anna Wintour Fashion**.
  - ❖ Increased retail participation in “Meal Solution” program to over 2250 stores (22% increase) by implementing sales force and broker incentive program—**Phood Co.**
  - ❖ Consistent record of exceeding sales quotas. Exceeded sales volume target by 108% in LA and 110% in Phoenix—**Phood Co.**
  - ❖ Successfully launched new salad dressing product with 83% distribution in LA market and 100% distribution in Phoenix, generating more than \$5M in new sales during first year—**Phood Co.**
  - ❖ Increased sales in the Denver market by \$1.1M in four years—**Phood Co.**
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## PROFESSIONAL EXPERIENCE

### **National Sales Director**

**1999 - Present**

***Anna Wintour Fashion, Inc.***—Fairview, CA

Oversee sales and operations of women’s wholesale sportswear company. Manage strategic relationships with 77 specialty retailers, outdoor retailers, catalogue companies, and corporate accounts, including Disney, Nordstrom, Mercedes, and TJMaxx. Recruited and supervise 13

independent sales representatives. Developed highly effective sales team through training in lead generation, sales presentations, product knowledge, post-sales support, and total account management.

- Enhanced corporate online presence by restructuring web page leading to 30% increase in business since 2006.
- Implemented a web-based solution for wholesale customers to view and purchase product online.

**Phood Co.** **1985 – 1999**

**Trade Marketing Manager** **1997 – 1999**

Led creation of high-impact trade programs for two major brands: Sooper Dooper Peanut Butter and Mama Mia Pasta and Ojai's new product. Maintained consistency with overall branding strategies. Adhered to approved trade budget.

- Developed sales plans for launch of Sooper Dooper Peanut Butter. Implemented test market plan, distribution, and merchandising for c-store, grocery, Sam's Club, and mass merchandise accounts.
- Designed and implemented sales force automation program resulting in 14% reduction in wasted funds and increased product availability for major promotions.

**District Sales Manager** **1989– 1997**

Directed sales of one brokerage company in Phoenix, one Area Manager, five Retail Sales Representatives, and two Account Representatives in Los Angeles. Coordinated merchandising and sales promotions at Piggly Wiggly, Sooper Dooper, Value Center, Smart & Final, and 64 direct independents within the \$119M LA market and all Phoenix accounts.

- Responsible for \$61M in annual sales.
- Conceived marketing program (child's backpack with free school supplies) aimed at the Latino market to increase store displays of Best Cooking Oil and Wonder Mayo. Program was launched nationally.

**Area Manager—Denver, CO** **1985– 1989**

Managed and controlled operational performance of market area. Managed four sales representatives. Managed relationship with TruValue Foods headquarters.

- Responsible for \$9.3M in annual sales.
- Recognized for achieving 2<sup>nd</sup> highest percentage (92%) for placement of new peanut butter item in major accounts.

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## EDUCATION

**Anywhere University, School of Business Management—Dreamland, CA**  
*Master of Business Administration Courses*

**American Presidents College—Denver, CO**  
*Bachelor of Arts—Business Administration & Psychology*