

CHIEF EXECUTIVE OFFICER

Summary

Award-winning executive and marketing professional experienced in high-volume, multi-unit, retail and business operations in the pharmaceutical, financial services, and food and beverage industries. Demonstrated expertise in brand development, territory management, sales operations, product launches, recruiting, and business development. Skilled in utilizing technology as a tool to improve organizational efficiency. Desires a high-level marketing position in a professional corporate environment.

Highlights

- Brand Development
- Project Management
- Relationship Management
- Training & Development
- Sales Operations
- Merchandising

Accomplishments

- Increased annual sales to nearly \$5.7 million through strategic marketing & sales campaigns.
- Launched aggressive growth plans that helped increase customer base from 0 to 15,000 customers.
- Created strategies to develop and expand existing customer sales, which resulted in a 200% sales growth in less than 12 months.
- Grew a targeted newsletter subscriber list from 0 to 6,000 members in just 12 months.
- Earned the Winner's Circle Award in 2008.

Experience

10/2008 to Current

Chief Executive Officer Company Name i¼ City , State

- Developed and launched Greenie Tots ,a full-line of children's entrees, currently sold in mass retail including Whole Foods, Giant Eagle, Safeway , and independent grocery stores across the United States.
- Headed online/retail marketing campaigns to drive traffic and business to our online website and into our retail stores.
- Hired & trained all new brand ambassadors that marketed and sold the Greenie Tots brand to consumers & retail outlets.
- Managed production setup and distribution with the largest national natural products distributor UNFI.
- Developed company wide incentive performance plan which motivated staff and resulted in a 70% increase in sales.
- Rolled out integrated advertising campaign across multiple media channels
- Increased profits by 60% in one year through restructure of business line.

08/2003 to 03/2013

Healthcare Management Representative 2 Company Name i¼ City , State

- Responsible for a portfolio of billion dollar revenue medications including Lipitor® , Viagra® , Celebrex® , Lyrica® , Chantix® , Toviaz® , and Premarin® to increase market base and change physician prescribing habits.
- Increased sales in Fort Lauderdale, FL territory by 67% reaching territory sales of \$5.7 million
- Developed and maintained networks/partnerships with external partners such as physicians, hospitals, community advocacy groups, pharmacies, and corporate employers.
- Assisted District Manager with the development and leadership for district strategy for product launches, sales initiatives, and team motivational activities.
- Developed strategic pharmacy initiatives to foster customer relationships and positive formulary acceptance.
- Successfully launched Toviaz® , Lyrica® , & Exubera® by prospecting, tar.

01/2002 to 08/2002

National Healthcare Operations Intern Company Name i¼ City , State

- Developed and maintained monthly expense budget reports for entire Managed Care sales force (NHO) to evaluate budget spending & allocation of resources.
- Utilized Sherlock NHO software to analyze formulary status for the Cluster and created reports to emphasize formulary growth & decline.
- Developed & spearheaded a community health fair targeted at the Hispanic community in Harlem, NY to educate indigent patients on improving their health.
- Collaborated with external partners including City of New York, Veritas, Local churches, & Media (Radio, Newspaper, & Television).
- Spearheaded the design, development, and implementation of branding the Manage Care division of Pfizer by developing a logo that represented the team.
- Managed outside advertising agency and directed internal focus panels to insure the logo represented the cluster

05/2001 to 08/2001

Finance Intern Company Name i¼ City , State

- Maintained partnerships with external customers such as school institutions, businesses, and Bank of America customers.
- Developed and maintained a customer database with current, client investment positions and future investment goals.
- Created visual tools to assist the VP in presenting to external partners.
- Recruited and trained new intern hires on the Banc of America policies and procedures.

10/1999 to 12/2000

Customer Development Intern Company Name 1/4 City , State

- Analyzed and developed industry reports using Information Resources Inc, for the Marketing and Sales department to track current product sales against previous sales performance.
- Developed a database system to track the positioning and sales of the newly launched product Rick's Spiked Lemonade.
- Designed a tool to measure performance against competitive products in the categories of Wine Coolers, Beer, and Mixers.
- Developed presentations and presented to the marketing and sales VP's the areas where our products could be better positioned in the retail market and the current retail areas for growth.

Education

August 2003

MBA : Business Administration Florida A&M University 1/4 City , State

August 2003

BS : Business Administration Florida A&M University 1/4 City , State

Professional Affiliations

Member, A Better Chance (Alumni)

Member, National Black MBA Association

Member, Southern Florida Minority Supplier Development Council

Skills

Microsoft Office (Excel, Power Point, and Access expertise), Internet, PC/MAC software proficiency, Microsoft Project, Information Resources Inc, Database, CUE, Quick Books