

## **PROFESSIONAL EXPERIENCE**

**CLIF BAR & COMPANY:** Emeryville, California July 2006 – December 2024

**Clif Bar/Mondelez Transitional Team-** March 2023- December 2023-

- Integrated Sales Channel responsibilities into Mondelez sales organization

**National Sales Manager, Sports Retail, Airlines, Specialty Retail USA & CAN:** February 2011 – December 2024

*National Sales Team, National Account & Key Strategic Account Management (~\$18M portfolio/3000 Active Accounts)*

- Consistently lead, coach and mentor forty-three regionally based sales team members and Key National Accounts to consistently meet or beat revenue and distribution goals, achieving 6.5% 5 Year CAGR while exemplifying Clif Bar's core ingredients. Outpaced market trends through an analytical approach, leveraging Merchandising, Assortment, Pricing and Shelving strategies (MAPS).
- Pioneered revolutionary SKU Optimization tool that maximizes sales-to-space ratio and established Clif Bar sales reps as industry leaders in category management (+12% revenue increase).
- Created comprehensive promotional sales programs to drive revenue +32% YOY and incremental distribution of +9.5SKUs and +2 brands.
- Designed and collaborated with multiple internal partners on SR channel pricing architecture from analytics and financial rationalization to national execution, improving key brand distribution and SKU distribution.
- Collaborated with internal cross functional teams and inspired external sales team to successfully execute new product launches and strategic initiatives with national and specialty retailers. Developed proprietary reporting tool to expediently facilitate launch results.
- Key partner to Athlete Series Brand and Customer Marketing teams on flavor ideation, packaging, positioning, launch timing and strategy, pipeline forecasts, distribution goals, pricing and promotional spending recommendation.
- Authored nutrition framework (Before-During-After) as foundation for Channel Merchandising, Marketing, PR, Brand and Retailer education strategy, resulting in ~30% growth and 2X turns in test retailers.
- Created and directed Key Dealer Summit to cultivate high trust and influential relationships with Product and Category managers and leverage top-to-top relationships with 20 Key Account principals.

**Eastern Regional Account Manager; Sports Retail:** February 2009 – February 2011

*Distributor Account Management*

- Developed curriculum and trained Distributor Sales Reps to "tell and sell" CB&C company story and products according to strategic MAPS (Merchandising, Assortment, Pricing, Shelving).
- Forged new revenue streams in adjacent distribution channels by aligning with distributors to attend pro sports combines and sports-pharma expos.

**Inside Sales Representative, Sports Retail Channel:** July 2006 – February 2009

- Developed and executed strategic grassroots sales and marketing campaigns to influence strategic Sports Retailers

### **Clif Bar Awards**

- 2009 Inaugural "Cliff Erickson" Award: Peer nominated/ Owner awarded for displaying "humility and graciousness"
- 2013 Sales Team "Inspire" award: Peer nominated/Leadership awarded for "exemplary inspirational Sales leadership"

**BICYCLE RETAIL DEVELOPMENT:** San Anselmo, San Rafael, Berkeley, CA: 2001 – July 2006

**Retail Development Consultant and General Manager**

- Provided turn-key solutions for three complete redesigns of unique bike retail spaces, implementation of sales system processes and day to day general management.
- Managed full and part-time staff of 12-20 employees in multiple locations.

**CHAMPION NUTRITION:** Concord, California: 2000 – 2001

**National Sales Manager: Endurance**

- Pioneered, built and managed National Outside Sales Team

**SALOMON SPORTS:** North America: 1994 – 1999

**Regional Sales Representative, Alpine:** Southern California, Southern Nevada, Arizona: 1996-1999

- Managed sales territory, key accounts, direct report, and strategic product launches (Snowboard, Inline Skate, Footwear)

**Race & Promotions Manager: Western US, Annecy, France: 1995-1996**

- Athlete recruitment and sponsorship management, race product development, World Cup technical race services

**Technical Sales Representative: Northern California, Nevada: 1994-1995**

- Managed and conducted sales and technical training seminars (including legal indemnification certification)

**EDUCATION**

**UNIVERSITY OF CALIFORNIA, SANTA BARBARA July 1994**

**Bachelor of Arts, Communication Studies**

**PROFESSIONAL TRAINING AND PROFICIENCIES**

- Collaborative Negotiations
- Advanced Negotiation Training
- Influence Management & Persuasion Training
- Consultative Selling: Influencing through collaboration
- Presentation Story Boarding: Design, Development & Delivery
- Peak Leadership Training

**KEY INTERESTS AND PASSIONS**

- Former professional cyclist and alpine skier, avid backcountry skier, mountaineer, competitive sailor and all-around adventurer
- Professional Mountain guide: Shasta Mountain Guides 2007-present
- Breast Cancer Fund Climb Against the Odds volunteer mountain Guide and fundraiser: 2007-present