

Chris Kemp

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EXPERTISE

Sales and Sales Management Regional / National / Key Account Management New Business Development

Consistent top producer in territory and national sales positions within the food & beverage industry. Verifiable accomplishments in the following key areas:

- Opening, building, and developing new food service sales territories
- Revitalizing territory sales and increasing profitability
- Marketing to institutional food service distributors, restaurant and convenience store chains, and retailers in local, regional, and national accounts
- Introducing new products and new programs; shepherding through start-up to established status
- Selecting, training, developing, and managing both direct and broker sales forces
- Delivering effective sales presentations; creating and presenting sales training programs
- Developing strong professional customer relationships

A proven performer ready for a new challenge.

PROFESSIONAL EXPERIENCE

SUPER BEVERAGES, INC., Vancouver, WA

1996-1999

Brought beverage expertise to specialty marketer of coffee products. Continued knowledge of sales channels, marketing strategies, and product trends to help company develop new products, capture new accounts, and increase distribution and sales.

➤ **Regional Sales Manager**, Philadelphia, PA

Directly marketed coffee products and services to regional and national institutional accounts

Provided sales leadership to branches throughout the East and Midwest by accompanying representatives on sales calls, demonstrating effective techniques for marketing and selling coffee, and stimulating new branch sales in allied products and food products. Acquired new accounts and increased penetration in existing accounts.

KEY ACCOMPLISHMENTS

- Introduced new coffee products to Wendy's at the national headquarters level; succeeded in gaining approval for test marketing and subsequent product roll-out at regional locations.
- Captured all cappuccino business and solidified coffee business for Sunoco convenience-store locations.
- To increase sales through product knowledge, educated chains on merchandising, advertising, promoting and pricing specialty coffee beverages.
- Developed private label coffee programs for national office coffee company.
- Instrumental in the development of a new coffee product contributed product and industry expertise and sales / marketing perspective to R&D, product marketing strategy, P05 materials, and pricing decisions. Product successfully introduced in convenience store market.

ACES COFFEE, San Francisco, CA

1990-1996

Recognized for strong ability to open, build, develop, and manage highly successful and profitable sales territories. Consistently challenged with higher levels of sales management and responsibility based on superior performance.

➤ **Regional Sales Manager, Food Service Division**, Philadelphia, PA, 1992-1996

Developed and maintained accounts in a 10-state region. Primary focus was on full-line food service distributors; also marketed and sold to convenient store chains, national and regional restaurant chains, vending and office coffee distributors.

Created, designed, and developed private label coffee programs, packaging, and P05 materials for customers. Established ambitious sales quotas; developed and monitored budgets; created and implemented sales, marketing, and pricing plans to increase productivity, sales, and profitability of the territory.

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PROFESSIONAL EXPERIENCE, continued**ACES COFFEE**

➤ Regional Sales Manager, Food Service Division. continued

Trained broker sales force and direct sales staff on product positioning, sales techniques, new account development, and territory maintenance and planning Organized, planned, designed and worked national, regional, state and local trade shows.

KEY ACCOMPLISHMENTS

- Increased gross sales **tenfold** (from \$1.5 million to \$15 million) in 4 years.
 - Increased sales **405%** in allied products (tea, iced cappuccino, flavored coffee), finished first in allied sales in the entire Food Service Division.
 - Named **Salesperson of the Year**, 1991. 1994, 1995.
- District Sales Manager, Food Service Division. Pennsylvania / New Jersey / Delaware, 1990-1992**
- Increased territory sales from **\$675K to \$1.9 million.**
 - Named **Sales Representative of the Year** (Food Service Division), 1991; **Manufacturer Sales Representative of the Year** (National Coffee Organization), 1991 and 1992.
 - Closed key account with the largest hot cocoa food service distributor in the US.
 - Sold complete beverage programs to the most food service distributors in a single year for the Food Service Division.

ACME FOOD SERVICE, Lancaster, Pennsylvania

1989-1990

Consistently outperformed sales targets in both territory and national sales positions. Developed strong skills in advising and training product users to achieve increased product usage.

➤ National Account Manager, 1989-1990

- Achieved **100%** of all sales objectives in \$4 million sales territory

➤ Territory Manager, April-July 1989

- Sold full line of food and beverage products to institutional customers in Eastern Pennsylvania market. Increased territory sales by **30% within 4 months** (a branch record).

EDUCATION AND PROFESSIONAL DEVELOPMENT

Consistently attend seminars on sales techniques and sales management strategies.

TEMPLE UNIVERSITY, Philadelphia, Pennsylvania

Completed 95% of coursework for Bachelor's degree in Business Administration / Sales Management

PROFESSIONAL AFFILIATIONS

National Coffee Organization
National Automatic Merchandiser Association

National Association of Convenient Stores
American Marketing Association