

KENNETH RAUCH DAVIS

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RUTGERS Fullstack Developer Computer Coding Bootcamp

I've taken the incredible journey of becoming a coder through the Rutgers Fullstack Development Computer Coding Bootcamp. With intense study and discipline, I've been able to achieve a grade average of 93.92%

Languages Learned –

REACT, Progressive Web Applications (PWA), MERN (GraphQL and Apollo Server), Model View Controller (MVC), NoSQL HTML, CSS, Javascript, Web API's, Third Party API's, Server Side API's, Node.js, Object Oriented Programming

Filippo Berio Olive Oil: 01/04/21 – Current

TRADE MARKETING & OPERATIONS MANAGER- I was hired for the function of Trade Marketing with a focus on Operations. However, most of what I've accomplished has been based on revising processes and building reporting capability which didn't exist previously. In my first year at this company, due to the impact of the new processes and reporting capabilities added, I was 1 of 2 people in the North America division to earn multiple exceeds in my review.

Forecasting –

- Within 4 months, restructured the entire forecasting process to be able to achieve an average of +/- 5% forecast accuracy
 - Revamped how the sales team forecasts by developing a forecasting tool to have a consistent forecasting process
 - Developed a forecasting accuracy report for RSM, sku and timing, that now feeds up to corporate in Italy
 - Restructured monthly forecasting review process with management for a clear view of current month forecast vs open orders, allowing for multiple revisions with the sales team for fine tuning the forecast
- Revised forecast load process into SAP to align with corporate restructure
- Spear headed and formalized S&OP process with operations to identify new item distribution, upcoming promotional activity and longer term production needs for supply

Slotting / New Distribution –

- Manage slotting budgets (\$800k - \$1MM dependent on fiscal initiatives) with revised process for reporting and aligning with finance
- Revised Slotting review process with finance for more accurate review of accruals and spends
- Enhanced Slotting review process for better estimations of expected gains for new distribution, including profit

Promotions Management

- Validate orders for specific customers to verify correct promotional activity across sales planners, retailer contracts and system loaded data in SAP
- Revised tool for more efficient loading of promotional data for trade management system (Vistex)
- Created new tool/report for assessing spends and accruals that is now used by upper management

Other

- Review sales planners with sales team for planning promotional activity at retail and analysis of accruals/spends (successfully held to 30% spend threshold)
- Worked with Operations to build a more accurate review of supply / demand for sku and warehouse
- Worked with finance to build a more refined budgeting tool to allow for finer detail of budgeting variables
- Recrafted the sales planning tool (sales planner) to allow for more accurate visibility of volumes, spends and timing
- Trainer for new software, methods and tools

TATA Consumer Products (Eight O'Clock Coffee, Tetley Tea, Good Earth Tea): 12/15/14 – 12/31/20

TRADE MARKETING MANAGER (TEA) -

Trade Spend –

- Manage trade spend budgets (\$8.5MM - \$10M) for tea brands through partnering with sales team to optimize trade programs for retailers, analysis of spend (EDLP, Hi-Lo, frequency, depth), consumption data (Nielsen) and sales volume
- Partner with Marketing for promotion and initiative planning, to include Ecom / consumer / shopper marketing
- Develop fiscal budget volume builds & identify targets for sales initiatives (combined budget of \$40MM)

- Partner with sales finance for spend needs and balancing trade within each sales region
- Host quarterly sales and finance meetings for reviewing/scrubbing spends and provide data for review
- Trade spend KPI goal met for fiscal end F20

Slotting / Distribution –

Manage slotting budgets (\$750k - \$2,500k dependent on fiscal initiatives) for tea brands

Partner with sales team to identify new distribution targets for expansion and innovation

Communicate to production volume needs for new distribution as some new items require 90+ day lead times

Slotting spend KPI goal met for fiscal end

Forecasting / Monthly LE

- Partner with forecast analyst, RSM's and upper management to build monthly sales forecast
- Revise forecast as necessary to include pacing, promotion, volume revisions, new items, and build to sales target as defined by upper management
- Align with production on volume planning for special projects and significant forecast volume changes

Other

- Horizon sales strategy planning lead for all brands
- Lead on transition to new sales planner software platform for sales managers
- Sales lead on Tetley transition to new sku formats (includes forecasting volume needs based on customer transition timing, promotion planning, slotting/conversion fee management)
- Co-lead on transition to new forecasting platform
- Co-lead on developing trade optimization planning package
- Share Point admin lead for sales team
- Price Lists and Sales / Broker Communications
- Responsible for developing various Excel based sales reporting, templates and trackers now used company wide
- Selected for participation in TATA's EBEL (Embracing Business Excellence for Leaders) program
- First Aid team - CPR certified

PANOS brands (Specialty Foods CPG): 11/2007 – 12/14/14

SALES PLANNING AND ANALYSIS MANAGER –

Trade Spend & Distribution Management – Trade spend includes off invoice, charge backs, entry, damages and advertising.

- Successful management of trade spend to budget through 2007 – 2013. Sales increased 3%-7% annually through gains in distribution while being managed to a zero increase in trade spend.
- Analyze performance of trade spend through distributor/retailer supplied data (KeHE OAK, Walmart, Whole Foods), IRI and broker client services. Analyze success of O/I and MCB spends in relation to promotional lift, compare entry forecasts to actual, work with marketing to gauge advertising success and analysis of damages.

Distribution Analysis –

- Track existing distribution through analysis of IRI, distributor and retailer data.
- Identify distribution gaps across 15 brands for all major grocery retailers
- Identify potential distribution opportunities for a given retailer
- Track regional sales manager success of distribution gains

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- Track distributor/retailer forecast information. Manage forecasts against actual sales of product
- Develop 6/12/18/24 month strategy for new item introductions. Strategy is based on availability of retailer category management and probability of distribution success
- Coordinate with purchasing for inventory production based on distributor/retailer forecasts. Manage inventory levels against production dates and customer sales
- Work with marketing and operations to develop spend thresholds

Trade Communications /Pricing –

- Coordinate trade notifications to our customers
- Communicate custom price lists for specific customers
- Work with operations to calculate custom pricing to include maintaining margin thresholds
- Work with marketing for new item introductions

T&E and Food Show Management –

- Manage spend of travel and expenses.

- Manage expenses of all food show participation
- Manage new booth construction for trade shows
- Organize participation in national food shows
 - Arrange lodging for participants
 - Coordinate with trade show entities (booth transportation, convention centers, unions, printers, etc). Have show specific/featured item changes made to the booth as necessary
 - Arrange for food preparation support as necessary for featured items at show

Amazon.com -

- Took over management of Amazon.com in 2012 and met EPC goal of increasing sales by 15% net
- Oversee item additions, pricing changes, discontinuations, images, etc.
- Work with marketing for Amazon specific promotions, e.g., Vendor Powered Coupons
- Negotiate yearly contracts

Tree Of Life Northeast (Natural/Specialty Fds Distributor): 8/1991 – 11/2007

Territory Manager: 03/2006 – 11/2007 (Manhattan, Brooklyn, Bronx, NJ, Eastern PA)

Develop business relationships at assigned accounts to increase sales. Provide the customer with expertise in merchandising, effective promotional solicitation and be the point of contact for resolutions to customer. Promote specific items as directed.

Liaise with brokers/vendors to acquire promotional needs for customers.

- Customer base of over 300 natural independent food stores
- Annualized sales of \$4.4 million
- Increased territory sales by 13.8%

Publications Manager: 02/2003 – 03/2006 (Previous position responsibilities carry over)

Responsible for production of 2 monthly newsletters and tri-annual catalog. Work with purchasing dept. to acquire advertising, feature new items and vendor promotions. Design covers for newsletter and catalog, work with various printers to acquire best pricing for publications and design layout of publications.

Sales Coordinator: 01/2000 – 3/2006 (Previous position responsibilities carry over)

- Annual Table Top Show – Manage vendor participation and promotions. Coordinate with vice presidents, directors, vendors, hotels, caterers, expo company, media companies, etc., for successful event. Vendor participation increased by 85%, showing an increased profit of 58%.
- Assist in the creation and implementation of the "Customer First" program. Customer First was designed to build relationships between Inside Sales and their customers, improve communication between departments and impress upon all associates the importance of excellence in servicing the customer.
- Create and implement "trend" promotions (no-carb, gluten free, seasonal, etc.). Identify which specific items would be in the public notice. Solicit vendors/brokers for promotions on these items. Work with the sales team to promote these specials and build sales.

Office Administrator / Administrative Assistant to Director of HR: 03/1992 - 12/1999

Provide support for CFO, Regional Presidents, Vice Presidents, and Directors for various projects. Providing support to outside sales force to include: discount information by customer, pricing, invoicing capabilities, merchandising materials, and special sales and customer requests.

- Manage –

- Volume, vendor, in house and newsletter discounts
- Maintenance contracts / supplies for all office equipment - copy machines, fax machines, phone system, PC's etc.
- Office supplies
- New accounts - Coordinate with Inside/Outside Sales, operations and transportation to ensure new customer's satisfaction
- Assist H/R with the following duties - Commissions for field sales associates, payroll, employee / customer relation building programs, employee training.
- Key coordinator for Annual Physical Inventory.

Inside Sales Representative: 08/91 - 03/92

Take sales orders by phone and upsell customers for additional sales. Recognized for excellence in sales by having highest sales levels for 2, out of 6, months.

TECHNICAL SKILLS

Operating Systems: Microsoft Windows, Apple IO 10+, AS400

Applications: Fullstack Development (HTML, CSS, Javascript, MERN), SAP, Vistex, Adesso, Cubase, Photoshop, Illustrator, Acrobat, CorelDraw, PageMaker, Quark, PC Anywhere, MS Office (Word, Excel, Power Point, Outlook), MS Teams, OneDrive

EDUCATION

Fort Lee High School
Fairleigh Dickinson University Teaneck, NJ
Rutgers Fullstack Development Bootcamp