

Howard C. London

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85 Heatherwood Drive • Colchester, CT 06415 • Open to relocation with preference for MD, DE, PA, VA, or DC

SALES & MARKETING MANAGEMENT EXECUTIVE

20+ Years of Consumer Packaged Goods (CPG) & Retail Industry Expertise

Accomplished executive with top-flight CPG sales and marketing leadership experience in a wide range of consumer products companies, both large and small, from entrepreneurial start-ups to mature, 60-year-old companies. Additional retailer and franchise background managing operations of a 275-store, \$200 million organization. Repeatedly successful driving accelerated increases in sales, efficiency, and profitability within dynamic, highly competitive, challenging environments.

Named as one of the “Top 25 People to Watch” in the industry for 3 consecutive years, 2004 – 2006

Built 3 multimillion-dollar businesses from the ground up, quickly developing national distribution with major retailers Wal-Mart, Target, Amazon.com, Costco, Kroger’s, and others, driving sales to as much as \$6 million in just 18 months.

Spearheaded turnaround of mature businesses, including nearly 5-fold growth of a struggling business line transformed into the company’s #1 profit generator, the reversal of a downward sliding division to 20% growth, and transformation of a bankrupt retailer into a successful 28 store, \$20+ million chain.

Opened U.S. markets for international companies and international markets for U.S. companies.

SUMMARY OF QUALIFICATIONS

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|----------------------------------|----------------------------------|---------------------------------------|
| ▪ National Sales Team Leadership | ▪ Multi-Channel Sales Management | ▪ Turnarounds & Change Management |
| ▪ Profit & Loss Management | ▪ Brand Launches & Relaunches | ▪ Major Account Management |
| ▪ Acquisitional Growth | ▪ Strategic Business Planning | ▪ General & Operations Management |
| ▪ New Business/Division Start-up | ▪ Marketing Campaigns | ▪ Market Research & Consumer Analysis |

Extensive merchandising, private label, and international experience, including wholesaler, distributor, and direct sales to retailers, mass merchandisers, and grocery channels in the U.S., Canada, and Europe.

PROFESSIONAL HIGHLIGHTS

Grain Processing Corporation (a division of Muscatine Foods Corp.)

2003–2009

Leading manufacturer and worldwide marketer of corn-based products.

NATIONAL SALES MANAGER – MASS CHANNEL (04/2009 – 07/2009)

DIRECTOR, SALES AND MARKETING (9/2003 – 4/2009)

Recruited to build and manage a national sales organization comprised of 25 direct/30 indirect reports selling consumer products to retailers and wholesalers. Held full P&L responsibility and directed all strategic planning, budgeting, marketing, account management, broker relations, and customer service along with an uncommonly broad span of oversight responsibility for manufacturing/production, forecasting, and quality control. Hired and trained top-tier sales professionals, building a culture of excellence that motivated and rewarded top performance.

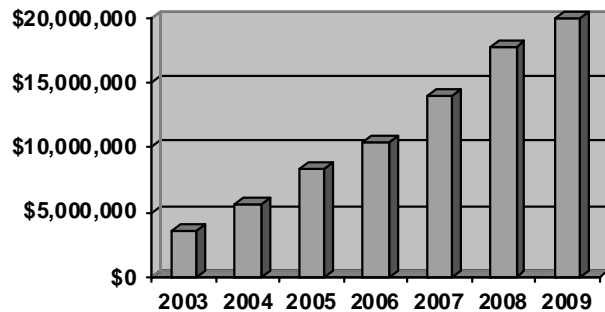
Contributions Snapshot: Revived and grew a new but faltering consumer products business, ultimately far exceeding all expectations to produce an average annual revenue increase of 33% for 4 years and building sales from less than \$3.5 million in 2003 to more than \$20 million in 2009. Negotiated a key brand licensing agreement and 2 company acquisitions. Transformed the business into the most profitable division, earning recognition as the “shining gem” of the corporation.

Selected Achievements:

- ▶ Heightened brand recognition throughout the U.S., building accounts and achieving distribution through all of the top 20 retailers (e.g., Petco, PetSmart, Pet Supermarket, etc.), mass channel retailers (e.g., Wal-Mart, Target, Costco, Kroger’s, etc.), and with approximately 50 top-tier distributors.

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- ▶ Mobilized growth of the nascent organization, delivering exponential increases in sales that grew more than 470% during tenure, reaching \$20+ million through year-over-year annual increases:
- ▶ Initiated entry into high-potential European markets, building international business rapidly to produce 200% gains by the 2nd year and recognition as the fastest growing area of the business; overhauled and revised packaging and branding for international markets, and traveled overseas, opening all major distribution channels.
- ▶ Slashed sales and T&E expenses 15% by implementing new web-based expense reporting system and sales reporting/scheduling system. Streamlined and automated customer service functions, initiating use of web technologies to speed customer support and lower costs.
- ▶ Reorganized sales territories for efficiency and devised a company-wide, first-of-its-type sales incentive system that successfully motivated the sales force and drove continuous sales gains even in competitive markets.



Sales Consultants Group

2002–2003

CPG INDUSTRY CONSULTANT

Applied industry expertise on contract assignments assisting small businesses to gain entry into retail markets.

Contributions Snapshot: Following several failed attempts prior to hire, helped a floundering toy company open a competitive new market. Redesigned products for a completely different industry segment and quickly opened large retail accounts such as Petco and Kroger, delivering \$1 million in new sales, and returning the company to profitability.

Old Mother Hubbard Company

2001–2002

Privately owned manufacturer of consumer products for niche markets.

DIRECTOR, BUSINESS DEVELOPMENT

Hired during a period of company transition to take over management of legacy product line that was declining rapidly due to neglect. Led a team of 3 direct and 10 indirect sales representatives to rebuild the grocery channel and increase sales, including private-label business, with large national accounts. Managed P&L, budgeting, market planning, and strategy.

Contributions Snapshot: Rejuvenated a legacy business line representing 40% of total company revenue and restored account relationships that were languishing with neglect, delivering double-digit increases in sales within 6 months of hire.

- ▶ Reversed decline and delivered 20+% sales growth through a combination of efforts that included rebuilding existing accounts and opening new accounts with some of the largest U.S. and Canadian retailers.
- ▶ Went head-to-head and out-negotiated competitors many times, winning private-label business away from much-larger, entrenched competition and earning placement in all major grocery chains in the Northeast.
- ▶ Smoothed damaged relationship and strengthened sales with company's largest account, producing 22% increase.

Beaphar US, Inc.

1999–2001

International manufacture of foods, supplies, and pharmaceuticals for pets.

VICE PRESIDENT, SALES AND MARKETING

Opened the U.S. market for an international company (HQ in The Netherlands), capturing and building accounts with major retailers. Established the U.S. sales and marketing division from the ground up, building a team of 25 brokers and 3 direct reports in less than 6 months and managing P&L, importing, budgeting, and business planning.

Contributions Snapshot: Built—from the ground up—a successful and profitable million-dollar business in the U.S. for an international CPG company that faced immense competition.

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- ▶ Selected from over 3000 products, successfully repackaging and rebranding 100 for the U.S. markets, then selling them into several major chains in just 4 months.
- ▶ Grew U.S. sales from \$0 to \$1 million within first 12 months, opening accounts with retailers such as Target, PetSmart, Amway, and Amazon.com.
- ▶ Increased product sell-through 20+% at the retail level by repackaging the product and revising marketing to align with results of market research and focus group testing.

Stabar Enterprises, Inc.

1998 – 1999

Manufacturer of niche-oriented consumer products.

VICE PRESIDENT, SALES

Built the sales and marketing function for a start-up company, then managed all related activity, including lead generation, brand development, advertising, strategic planning, account development/management, and pricing.

Contributions Snapshot: Developed business from start-up, introducing a new product to market and establishing national distribution that delivered multimillion-dollar sales and raised company valuation, enabling founders to quickly “flip” the business for a profit.

- ▶ Rolled out new product and built rapid brand awareness, conceptualizing and developing highly effective trade and consumer advertising campaign featured in *People*, *Good Housekeeping*, and *Newsweek*.
- ▶ Achieved national distribution with 300+ accounts, including major retailers Wal-Mart, Target, and Kmart
- ▶ Accelerated sales from \$0 to \$6 million in 18 months, establishing foundation on which the company was sold.

DC Retail 1, Inc.

1993 – 1998

Retail chain with stores throughout the Northeast.

VICE PRESIDENT, OPERATIONS AND MERCHANDISING

During early career, promoted on the fast track from regional manager to vice president of operations for Docktor Pet Holdings, Ltd., heading a 275-store, \$200 million organization. Managed P&L, all store operations, franchise relations, site selection, merchandising, purchasing, inventory control, marketing, and training. In 1993, following company bankruptcy, joined with partners to reopen 4 stores then expand to 28 stores through acquisitions under newly formed DC Retail 1, Inc.

Contributions Snapshot: Revived 4 retail stores that had been closed down following bankruptcy of previous employer; headed reopening under a new name and over the next 5 years expanded to 28 stores throughout the Northeast, growing from \$0 to \$21 million total revenue.

- ▶ Led each store location to deliver average sales volume nearly 2x the previous high--\$750,000 each.
- ▶ Raised gross profits 12% while lowering inventory levels 20% as results of implementing POS system to halt increasing over-inventory levels while boosting sales and cash flow.
- ▶ Halted high employee turnover, improving management retention 25% and sales associate retention 75% while lowering overall payroll 4% and simultaneously increasing per-employee average compensation.

EDUCATION

Coursework toward B.S. in Business Strategy and Marketing
UNIVERSITY OF CHICAGO, Booth School of Business – Chicago, IL
BRYANT UNIVERSITY – Smithfield, RI
TOWSON STATE UNIVERSITY – Towson, MD

PROFESSIONAL ASSOCIATIONS & MEMBERSHIPS

National Association of Chain Drug Stores (NACDS) • National Retail Federation (NRF) • General Merchandise Distributor Council – Grocery Industry (GMDC) • Pet Industry Distributor Association (PIDA) • American Pet Products Association (APPA) • Pet Industry Joint Advisory Council – Board member (PIJAC)