

XAVIERRODRIGUEZ

Sales Manager, Atlanta Metro Region

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ACCOMPLISHMENT HIGHLIGHTS

- Sales leader and army veteran with 20 + years of sales, results, business management experience, and expertise in forecasting customer, business and industry trends.
- Delivered double-digit sales increases year after year in intensely competitive markets.
- Successfully introduced products into Latin America, Europe, and Hispanic markets in the US.
- Led region to \$4M growth by adding 100+new distributors over 5 years.

WORKING EXPERIENCE

Daisy Foods USA-Atlanta, GA

National Food Service Sales Manger

June 2014 - Present

- Collaborate with customers-top retailers and major restaurant chains-on products marketing, promotions, and advertising. Lead a team of 7 regional managers.
- Grew year-over-year (YOY) sales18% despite intense market competition; projecting 40% growth in 2016.
- Led corporate initiative to penetrate food service and retail markets with new premium ice cream products. Introduced 2 new brands to distributors and 10 new SKUs to large grocery store chains. Generated \$2.6M in new product sales in less than a year.

Summer Edibles, Inc.-Roswell, GA

Food Services Sales Manager

2000 - 2014

- Drove 25% increase in YOY sales by promoting both brand and product quality to customers.
- Managed 35% of the company's annual revenue and increased Southeast region's revenue by 15%.
- Propelled 11% sales expansion by focusing on incremental sales of new core products.
- Gained 9% in sales in the Southeast region by adding core brand with a Hispanic distributor.

EDUCATION

BSc in Marketing George

2000 - 2003

Washington University, Washington DC.

SKILLS

INTEREST

LANGUAGE

Account Management	<div style="width: 75%;"><div style="background-color: black; height: 10px;"></div></div>
Attaining Breakthrough	<div style="width: 50%;"><div style="background-color: black; height: 10px;"></div></div>
Contract Negotiations	<div style="width: 25%;"><div style="background-color: black; height: 10px;"></div></div>
Customer Service	<div style="width: 80%;"><div style="background-color: black; height: 10px;"></div></div>
Dominating Retail Channels	<div style="width: 60%;"><div style="background-color: black; height: 10px;"></div></div>
Maximising Vertical Sales	<div style="width: 30%;"><div style="background-color: black; height: 10px;"></div></div>
Promotion Planning	<div style="width: 70%;"><div style="background-color: black; height: 10px;"></div></div>

- Certified Open Water Scuba Diver, 2020
- Computing
- Host- Airbnb-welcomed 45+ international visitors since 2017
- Playing football and soccer
- Solving puzzles
- Swimming
- Writer/Blogger,

English
Spanish
German