**ROBERT THOMAS TOMLINSON**

Bloomington, IL 61704

309-530-0501

[bobttomlinson@gmail.com](mailto:bobttomlinson@gmail.com)

[linkedin.com/in/bob-tomlinson-762a172](https://www.linkedin.com/in/bob-tomlinson-762a172?trk=public_profile_samename_profile_profile-result-card_result-card_full-click)

Executive with extensive sales and procurement management experience. Successful track record in contributing to bottom line growth through increasing sales revenue, optimizing customer service metrics and reducing inventory investment. Experienced in developing and implementing sales strategies, negotiating cost reductions, project management and mentoring associates for advancement.

As a seasoned distribution leader, I have delivered industry leading performance in customer fulfillment rate for five plus years, while consistently outperforming goals in inventory management, cost reduction and revenue growth.

**EXPERIENCE**

**DIRECTOR, MERCHANDISING** September 2020 - present

Sysco Foods Tennessee Region, Memphis TN

Sysco Foods is a 60 billion dollar multinational corporation and is the global leader in marketing and distributing food products, smallwares, and kitchen equipment to restaurants, hospitality businesses, healthcare and educational facilities.

As the Director of Merchandising I report to the Regional Vice President of Merchandising. I lead a team of 10 purchasing managers and sales strategy analysts that are accountable for the following KPIs:

* gross revenue and gross profit increases
* customer satisfaction as measured by service level
* inventory investment efficiency measured by inventory days on hand, gross profit per line item, and inventory shrink
* cost of goods reduction measured by gross margin per unit
* local earned income improvement measured by gross margin per unit
* expense reduction measured by total expense per unit

ACHIEVEMENTS

* led organizational change reducing departmental payroll by 5% while increasing productivity
* improved customer service level by 50 basis points in first 90 days
* reduced aged and obsolete inventory by 40% in 90 days
* reduced inventory shrink by .01 per piece

**VICE PRESIDENT, MERCHANDISING** July 2009 - September 2020

Sysco Foods Central Illinois, Lincoln, IL

As the Vice President of Merchandising I reported to the company President and Market Vice President of Merchandising. I led a team of 8 purchasing managers and sales strategy analysts accountable for the following KPIs:

* gross revenue and gross profit increase
* customer satisfaction as measured by service level
* inventory investment reduction measured by inventory days on hand, gross profit per line item, and inventory shrink
* cost of goods reduction measured by gross margin per unit
* local earned income improvement measured by gross margin per unit
* expense reduction measured by total expense per unit

ACHIEVEMENTS

* Reduced inventory exposure by 25% within 6 weeks in response to the Covid-19 pandemic, while leading U.S. Sysco companies in customer service level.
* Led inventory integration and category management of a 40 million dollar local independent distributor within 120 days of acquisition by Sysco in fiscal 2020, resulting in an 80% retention rate of acquired business.
* Mentored 5 associates into leadership roles within the organization.
* Delivered top customer service level in all U.S. Sysco companies for 5 consecutive years.
* Led merchandising function through 3 organization transformations, reducing headcount by 40% while increasing productivity.
* Exceeded annual category management cost reduction targets for 4 consecutive years through timely execution of negotiations and swift implementation of the sourcing process.

**DIRECTOR, MERCHANDISING** March 2007 - June 2009

Sysco Foods Chicago, Des Plaines, IL

As the Director of Merchandising I reported to the Vice President of Merchandising and led a team of 4 category sales experts accountable for the development of sales strategies resulting in case growth and gross margin increases.

* Responsible for developing and implementing sales strategies to penetrate under developed market segments. Targeted segments were Hispanic restaurants, the fresh seafood, and sustainable natural and local products. Results were measured by revenue and unit sales increases.
* Led sales implementation of category management awards, success was measured by post award total gross profit increases.
* Managed vendor relationships and negotiated new purchase based earnings programs measured by gross margin increases.
* Managed customer pricing deviations and bids measured by revenue and gross margin increases.
* Coached district sales managers on leveraging pricing for top line sales growth and gross margin increases.

ACHIEVEMENTS

* Developed Hispanic Market product assortment and pricing strategy to further penetrate growing businesses segment, resulting in 24% increase in sales.
* Initiated “Green Packaging” portfolio to penetrate an unserved market, resulting in 65% increase in packaging unit sales.
* Launched fresh seafood category resulting in $2,000,000 revenue in the first year.
* Redesigned local sales training and marketing promotions resulting in 7% increase in the selected categories.

**DISTRICT SALES MANAGER** July 2004 - March 2007

Sysco Foods Chicago, Des Plaines, IL

As a District Sales Manager I reported to the Vice President of Sales. I was accountable for the sales and gross profit increases for the largest revenue grossing district in the company. I led and developed a team of 10 commissioned sales consultants.

* Responsible for the development of strategies to deliver consistent annual sales and gross profit increases.
* Hire, develop and retain sales talent. Results measured by sales and gross profit growth and turnover percentage.

ACHIEVEMENTS

* Posted 11% sales growth in fiscal 2007.
* Hired, trained and developed 2 sales consultants into fully commissioned associates in less than 2 years.
* Mentored 2 sales consultants who would later be promoted into district sales manager and marketing manager roles.
* Developed new business compensation incentive program that increased new business revenue by 15%.
* Negotiated purchasing agreements to retain and further penetrate large local chains resulting in 20% revenue growth.

**SALES CONSULTANT** 1994 - 2004.

Sysco Foods Chicago, Des Plaines, IL

As a fully commissioned sales consultant, I reported to the District Sales Manager. I was accountable for developing strong customer relationships resulting in sales and gross profit growth. I specialized in new business development, accounts receivable management and marketing products and services designed to increase customer satisfaction. I was recognized as a top performer by the corporation three times and each time was invited to the year end national sales awards ceremony.

ACHIEVEMENTS

* Grew territory from $300,000 to $7,000,000 annual sales.
* Torchbearer’s Club (3 years) - top company sales recognition
* Chairman’s Club (3 years)
* President’s Club (2 years)
* Field Support Team Member
* Successfully launched the careers of 4 sales consultants by “spinning off” customers that I had developed.

**SALES CONSULTANT** 1991 - 1994.

Sysco Foods Detroit, Canton, MI

ACHIEVEMENTS

* President’s Club (1 year)
* Grew territory sales from $520,000 to $3,000,000 annual sales.
* Rookie of the Year, runner up 1992.

**EDUCATION**

Michigan State University, College of Business.

Bachelor of Arts - Financial Administration.