

Karl Kemister-Sheppard

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I am an ambitious, well organised and analytically minded Manager, with extensive experience in FMCG Sales (HORECA) and Retail Sales/Hospitality. My strategic approach to leadership incorporates a customer-centric model that simultaneously streamlines the operation of sales and optimises team member collaboration and performance.

EXPERTISE OFFERED

- | | | |
|------------------------------------|-----------------------------------|----------------------------------------|
| > Staff Management & Development | > Leadership and Team Building | > Independent Retail Product Launches |
| > Customer Relationship Management | > Sales Forecasting and Budgeting | > Competitive Market Analysis |
| > Sales Strategies | > High-level Negotiations | > Product Analysis and Rationalisation |
| > Sales and Profit Improvement | > New Business Development | > Distributor Alliances |

CERTIFICATES

Certificate III in
Commercial Cookery

Food Handlers/Food Safety
Supervisor Certificate

Eco Lab Circle of Life
Chemical Training

PROFESSIONAL EXPERIENCE

The Sales Dev

RETAIL AND FOOD
SERVICE CONSULTANT

Jun 2020 - Present

As the Founder and Retail/Food Service Consultant at The Sales Dev, I work directly with company Directors and CEO's manufacturing products for the Hospitality and Retail industries.

I work collaboratively with my clients to develop new product ideas, validate sustainability within the Retail market and secure product ranging into the major supermarkets within Australia.

My vision is to help create and forge sustainable futures for Australian owned and operated manufactures to help drive them into the future.

KEY SKILLS & RESPONSIBILITIES

- > Customer Relationship Management
- > Communication
- > Profit and Revenue Generation
- > Data Analysis and Reporting
- > Competitor Market Research
- > Budget and Strategy Planning
- > Negotiations (High- Level)
- > New Product Development
- > Support and Innovation

ADDITIONAL EXPERIENCE

Wildbreads

STATE SALES MANAGER

Oct 2018 - Jun 2020

As the Queensland State Manager of Wildbreads fresh and frozen accounts, my responsibility included managing key accounts, create, implement and drive business strategies to further support the direction of the company. On a personal level I worked closely with the CEO, stakeholders, marketing, NPD, QA and the production team. This ensured the expectations, standards and experience of the client and consumer were met and exceeded with the highest level of professionalism and service.

In addition to this I was accountable for analysing under performing accounts, identifying negative margin product lines, and implementing a corrective strategy to increase profit margins across all aspects of the business. I worked autonomously within QLD with a team of 6 sale support members, and spent considerable time on the road identifying and closing new business opportunities for the business within Queensland.

Highlight: Successfully introduced and developed a new product category, specifically tailored for independent retail sites as a thaw and serve range (21 lines) into Metcash Queensland.

KEY SKILLS & RESPONSIBILITIES

- > Staff Management and Mentoring
- > Customer Relationship Management
- > Communication
- > Increase Profit and Margins
- > Data Analysis and Reporting
- > Customer QA, QC Issues
- > Budget and Strategy Planning
- > Negotiations (State and National)
- > New Product Development
- > Optimisation and Efficiency Planning
- > Cold Calling (Inbound and Outbound)
- > Forecasting
- > Training and Development
- > Mitigating Risks

Laurent

Boulangerie Patisserie

ACTING STATE MANAGER/
BUSINESS DEVELOPMENT
EXECUTIVE

Feb 2015 - Oct 2018

Responsibilities included managing numerous key accounts while driving business strategy and budgets to achieve targeted growth plans for regional and metro locations within Queensland and Northern New South Wales.

Specific focus was on increasing brand/product awareness and sales within general food service and retail consumers throughout QLD. Building on existing and new relationships with representatives, Branch and Sales Managers from all distribution channels. Responding in a timely manner to all inbound leads, requests and customer complaints.

Highlight: Successfully increased annual sales from 1.92M to 6.2M

KEY SKILLS & RESPONSIBILITIES

- > Manage Key Accounts
- > Achieve Sales Targets and KPI's
- > Increase State Network of Clients
- > Strategy and Planning
- > Customer Complaints
- > New Business Development

AAFCANS

(Army & Air Force
Canteen Services)

DEVELOPMENT CHEF

Sep 2013 - Dec 2014

As a key member of the Senior department, my role as the development Chef was to create a tailored gourmet menu, optimising hand-held street inspired food, that is prepared to order for the Australian Defence personnel. This menu was devised for 35+ outlets within the Australian Defence Force.

Whilst maintain food quality and cycle of menu, the key was also to maximise sales by increasing profit margins, strengthening existing relationships and creating new relationships with National suppliers.

KEY SKILLS & RESPONSIBILITIES

- > Provide National training in all kitchen operations
- > Build relationships with National Suppliers
- > Negotiate fixed best net pricing on over 400+ key products
- > Analyse sales history reports achieve national business GP%

ADDITIONAL EXPERIENCE

Moo Moo Wine Bar& Grill Brisbane

JUNIOR SOUS CHEF

Apr 2013 - Sep 2013

My role as the Junior Sous Chef was to efficiently and effectively manage a team of Chef's whilst the Executive and Sous Chef were on and off-site.

This entailed ensuring the menu was being prepared and produced to the standards of the hospitality industry, and the expectations set by the Executive team.

KEY SKILLS & RESPONSIBILITIES

- > Manage running of Kitchen
- > Supervise and manage a team
- > Product ordering, stock inventory and rotation
- > Training of new staff members
- > Working with other restaurant staff

Cater Care Services

REMOTE SOUS CHEF

Aug 2012 to Apr 2013

Management and supervision of staff on a remote catering site, which prepares quality food to a high standard, for approximately 3,000 workers on-site. My position also required direct training of staff on a daily basis, to ensure SWP and SOP regulations and protocols for all high-risk kitchen duties were being followed, as well as regular equipment maintenance cleaning procedures.

KEY SKILLS & RESPONSIBILITIES

- > Ensure daily sanitations meet Health and Food Safety standards, HACCP and FSANZ
- > Advanced menu development and costings
- > Kitchen and food organisation
- > Stock inventory, ordering and stock rotation.

Hyatt Regency

VARIOUS CHEF ROLES / *Jun 2004 - Jul 2012*

REFERENCES

Iain Porter

GROUP SALES MANAGER
WILDBREADS

0467 222 692

Alex Wigan

NATIONAL SALES MANAGER
**LAURENT BOULANGERIE
PATISSERIE**

0424 184 146

Brett Clarke

GENERAL MANAGER
MINGARA LEISURE GROUP

0436 468 376

Ralph Young

DIRECTOR & FOOD CONSULTING
RAC YOUNG CONSULTING

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