

KATHLEEN M. YASTRUB

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ABOUT ME: I am a seasoned sales and account management professional with over 20 years of experience driving revenue growth, building strong client relationships, and leading high-performing teams in the fashion, CPG, and wholesale industries. My expertise includes data-driven sales strategies, retail merchandising, brand development, and cross-functional collaboration to deliver exceptional results. With a proven track record of surpassing KPIs, managing key accounts such as Costco and Indigo, and growing emerging brands, I thrive in dynamic, fast-paced environments. My passion for innovation, customer-centric solutions, and strategic planning defines my commitment to achieving success for both clients and businesses.

EXPERIENCE:

Sales Manager - Western Canada | Sugarfina Canada - May 2022 - Sept 2024 (Remote - Company US based)

- Experience working cross-functionally with departments such as quality assurance, logistics, and planning.
- Daily order entry, either manual through Sugarfina's platform or through EDI
- Created and developed meaningful, lasting relationships with accounts by providing amazing service.
- Updated POG/Planograms yearly or quarterly for key accounts.
- Strategically and carefully identify new accounts throughout Western Canada (independents and key accounts)
- Focused on growth with new clients to help increase wholesale revenue streams.
- Analyzed clients' business data and order history to best implement strategies to increase sales.
- Maintained accounts core assortment, increased replenishment orders.
- Successfully planned out innovative and seasonal buys within nationwide key accounts and independent accounts.
- Developed strong knowledge of the product line allowing expert recommendations.
- Managed and onboarded key accounts within Canada such as Costco, Save on Foods, Indigo and Longo's and Well.ca.
- Individual SKU/Item set up for all key accounts nationwide within Canada.
- Initiated, coordinated and executed meetings with new accounts and national accounts to show our innovation and seasonal products to successfully presell 8 months in advance
- Onboarded, maintained and managed Faire Wholesale Canada - Nationwide
- Managed outside agency sales reps; Budget, new distribution, product updates, pitch decks
- Monitored the landscape for new wholesale and corporate opportunities. Consistently exploring different avenues to expand our pipeline
- Worked closely with my team in the US and Eastern Canada on different time zones while successfully driving my business working fully remote

Owner - Wholesale Agency | Hale Brands - April 2022 - January 2024

- Sourced small apothecary brands - female founded, Canadian based who needed help to grow their wholesale department
- Implemented helpful tools such as sales decks to pitch the product to new accounts
- Growth within each brand and gained brand awareness within the current market
- Weekly travel and store visits throughout Western Canada
- Cold calls, and sample drop offs to new accounts to help increase sales and account list
- Built non-existing wholesale platforms for small brands which included pricing strategy, branding and marketing
- Maintained current accounts within each brand and grew sales within those accounts

Sales Agency Manager - Wholesale | Brunette Showroom - January 2020 - April 2022

- Leading a team of sales representatives to meet KPIs and surpass goals
- Building and maintaining strong relationships with new and existing retail clients through various prospecting channels
- Sourcing and analyzing prospective brands that align with our brand and audience
- Management of travel and trade show scheduling and logistics
- Developing and implementing a showroom sales strategy including a digital platform for CRM and sales management
- Increased YOY sales by upwards of 40%, and customer account base by 35%

Sales Development Representative - Western Canada | Flow Water - June 2019 - November 2019

- Ran my territory like a small business while establishing strong relationships with store owners, managers, and merchandise teams to enable growth and consistent buying patterns
- Achieved and surpassed sales targets including new accounts opened.
- Placed POS in accounts to ensure 100% Flow Water shopper marketing experience
- Identified opportunities for growth within each account and built into call cycle objectives
- Worked with brokerage and distribution representatives to ensure end-to-end account management and success.
- Performed sales and marketing planning duties including samples to customers, promotion, planning, deal sheets, etc.
- Salesforce training and use within the role.
- Collaborated cross-functionally with the marketing team to determine the effectiveness of initiatives.

Sales Representative | BestSeller - January 2017 - August 2018

- Managing end to end sales cycle daily for each Bestseller collection
- Building relationships with existing and potential clients through continuous networking and prospecting
- Developing and implementing customer growth strategies for each client account in order to maintain consistent growth and results
- Managing sales data through order entry, tracking, and reporting
- Providing personalized support to existing and potential customers through product assortment consultations, visual merchandising, and sales analysis
- Key account management
- Successful trade show organization and execution

Sales Representative Skout Agency - April 2015 - December 2016

- Exceeding sales goals YOY with 15-20% average brand growth per season.
- Creating and maintaining key account relationships and managed over 400 customers across Canada.
- Collection merchandising and management for 7 brand lines.
- Detailed customer service focused on presentation, sales, and follow-up across multiple brands and sales channels through a consultative sales approach
- Lead showroom sales, administration, and distribution of account product orders.
- Encouraged and reinforced a well-organized work environment.

Consulting & Contracting - January 2012 - April 2015

Brunette Showroom, Y Brands Showroom, Skout Agency

- Supporting in-house and external brand operations
- Logistics & supply chain management
- Prospecting across multiple customer segments
- Showroom management
- Account management
- Product knowledge and training
- Client relations
- Trade event coordination

References available upon request