

Contact

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Top Skills

National Sales Management

Category Management

Retail Category Management

Cole Borland

National Account Manager at Woodland Gourmet
Salt Lake City, Utah, United States

Experience

Woodland Gourmet

National Account Manager

January 2025 - Present (6 months)

Ball Corporation

National Account Manager

January 2024 - January 2025 (1 year 1 month)

-Calling on National Retailers including Target, Ahold-Delhaize, Publix, Albertsons, HEB for the Ball Aluminum Cup

The Kraft Heinz Company

Customer Sales Manager

April 2020 - January 2024 (3 years 10 months)

Salt Lake City, Utah, United States

Essentia Water

Sales Manager

April 2018 - April 2020 (2 years 1 month)

Greater Salt Lake City Area

- Responsible for Sales and Marketing of Essentia Water within region
- Execute buyer calls, understanding each retailer's priority points, establishing quarterly promotional calendars as well as volume enhancing Incentives and Programs (Smiths, Harmons, Associated, Ridleys, Winco)
- Represent Essentia Water at Trade Shows, Food Shows, Retailer Events that align with our brand and vision
- Communicate and implement distributor incentives to achieve monthly quotas and increase brand cognizance
- Increased sales by 120% over the last 52 week period

Bai Brands

Territory Development Manager

May 2016 - April 2018 (2 years)

Greater Salt Lake City Area

-Directly Responsible for Sales and Marketing in Utah

- Gained Majority Market Share in Salt Lake City for the Enhanced Water Sector - First in the Country
- Successfully helped launch a new line (Bai Black) into the SLC Market

MyTime

Senior Account Executive

October 2014 - October 2015 (1 year 1 month)

- Achieved Senior status by acquiring 105 new accounts in one month
- Managed previous accounts while maintaining Senior quotas
- Top revenue generator in sales organization
- Trained and helped new hires get integrated with current sales processes
- Helped create training manuals/guidelines for new procedures and products including the MyTime Scheduler
- Continually beta tested/reported bugs for updated versions of our web and mobile app to ensure customer satisfaction

Honest Tea

Road Warrior

May 2013 - August 2013 (4 months)

Greater Salt Lake City Area

Education

Michigan State University

Bachelor of Arts, Psychology · (2010 - 2014)

Westminster College

Bachelor of Arts, Psychology · (2011 - 2011)