**John Andrew Kelley**

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*479-301-5356*

**Education:**

2008 - 2011 **International Masters of Rural Development and ATLANTIS Scholar –**

* University of Ghent, Ghent Belgium
* University of Pisa, Pisa, Italy

2008 - 2011 **Master of Science, Economics and Agricultural Business**

* University of Arkansas, Fayetteville, Arkansas

**Experience:**

2017- 2020 **National Account Manager - Simmons Pet Food, Siloam Springs, AR**

* Experienced with multiple key accounts and distributors such as Walmart, Whole Foods, AWG and ACME/UNFI.
* Private label sales growth of 75% with Walmart account within one year
* Works closely with customers, supply chain, marketing, and CSR teams to manage inventories and prioritize projects and products to meet customer deadlines and expectations.
* 54% growth in distribution at Whole foods with successful project launch.
* Achieves high forecast accuracy by utilizing sound analytical practices and consistent customer contact.
* Responsible for negotiating, reviewing, and editing supplier contracts and agreements.

2015- 2017 **Category Analyst (*Walmart team*) - Acosta Sales and Marketing, Bentonville, AR**

* Worked cross functionally with business management, headquarter support, and category teams to identify customer needs relating to business and retail analytics.
* Provided targeted analysis utilizing customer sales data to help clients identify key business opportunities.
* Developed and display customer sales dashboards and insights to business stakeholders.
* Collaborated with business management and replenishment teams to execute and evaluate client promotional programs.
* Served as point person for client data and analytics needs. This includes developing innovative visualization tools, which allow business stakeholders to quickly gain insight and drive business decisions based on customer data.

2013- 2014 **Business Development Analyst (*Walmart team*) - Hillshire Brands, Bentonville, AR**

* Managed Walmart business reporting: Weekly consumption, pricing and distribution via retail link and integrating syndicated data for reporting to retail team and sales managers.
* Managed relationship with third party retail team by coordinating, planning, and communicating promotional strategies and objectives.
* Served as point person for retail development managers and sales team for analysis on promotional activity and marketing intelligence.
* Designed and helped create mobile application for sales management/retail development team to access sales data in the field via mobile application.

# 2011-2012 Business Plan Consultant - Trade Adjustment Assistance Program (TAA),

# New Orleans, LA

* Provided training and support to Gulf Coast anglers to ensure qualification and receipt of federal grants as part of their participation in the Federal Trade Adjustment Assistance Program (TAA).
* Consulted industry participants in the creation of business plans and strategies to leverage existing capacities into other productive ventures.
* Navigated language and cultural barriers to develop productive, trusting relationships resulting in achieving qualification and receipt of approximately $488,000 in federal agricultural grants for my clients.

# 2010-2011 Research Assistant - University of Arkansas Cooperative Extension Service, Fayetteville, AR

* Assisted and helped to publish work on agricultural production and weather data via mining archival data from USDA.
* Helped create a predictive model, which estimated days suitable for fieldwork in southern agricultural states.

2006-2008 **Assistant Retail Manager - Walgreens, Fayetteville, AR**

* Responsible for inventory and cash management.
* Assisted with training and development of pharmacy employees.
* Scheduled and executed resets across all departments ensuring planograms were

followed.

Tools:

* Nielsen
* JMP
* Tableau
* SPSS
* MS Office
* SAS
* Alteryx
* Retail Link

Skills:

* Selling, Organizational, Creative, Analytical, Writing, Project and Time Management