



Curriculum Vitae

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Summary of Qualifications:

Cross-functional business development executive with expertise in marketing, sales, product research & development, and contract manufacturing. Skilled in creating sales, and marketing programs. Introduced campaigns that developed strategic marketing plans and translated into tactical sales actions -- driving sales growth and expanding market penetration. Recognized strengths in establishing and maintaining executive level clients and strategic partner relationships. Strong conceptual / analytical skills with ability to identify new market segments. Hands-on leader effective in team building, motivation, quality performance and productivity improvement. Coordinates with procurement officers to ensure smooth supply of raw materials.

- Marketing & Business Development
- Direct Market Analysis / Identification
- Strategic Partnerships & Alliances
- Strategic & Tactical Planning
- Public Relations
- Product & Sales Management
- Product Research & Development
- Teambuilding & Leadership Management
- Raw materials validation and purchasing
- Contract Manufacturing
- Events & Trade Shows
- Business to Business Marketing

Selected List of Companies Served:

American Bodybuilding Products, Bodyonics- Pinnacle, Cytodyne, Nature's Best, EAS, Labrada Nutrition, Biotest, Smoothie Factory, Nutrition Bounty, MAN Sports, JUVIO Corp, Optimum Nutrition, Phillips Performance, Carrington Labs, Nutrient Technology, Whole-Istic Solutions, Professional Supplements, All American Pharmaceutical, Coates Aloe, HEB, Nature's Harvest, Tree of Life, Smoothie King, RBC, AAFES, GNC, Whole Foods Market, Sun Harvest, Vitamin Shoppe

Professional Highlights



1/2004 – Present **President**

- Nutraceutical Consultant specializing in Business Development
- R & D nutritional products
- Graphics design for advertising and labels
- Copywriting for all sales literature/brochures/white papers
- Contract manufacturing of liquids, capsules, tablets, powders
- Public speaking involving nutraceutical industry topics
- Assist with auditing of manufacturing facilities
- Assist with managing increased regulatory framework



5/2004 – Present **Independent Sales Representative**

- Service contract manufacturing customers
- Assist customers with product development including: proposing new concepts, delivery systems, initiate collaborations with university research departments, writing technical sheets for products, raw material selection, ingredient profiling, product packaging, graphic design and marketing
- Build quotations and provide costing to assist with overall design
- Conduct Plant tours evaluating production methods and quality control guidelines
- Negotiate, develop and approve legal documents involving non-disclosure agreements, manufacturer supply agreements, and trademark & license agreements
- Exhibit and attend industry trade shows
- Oversee the design and implementation of a private label division which included graphic design, printing, advertising, manufacturing and processing of customer orders



7/2002-1/2004

Southwest Regional Sales Director

- Responsible for sales growth and management in a five state territory including Texas, Oklahoma, Louisiana, Mississippi, and Arkansas
- Account base included over 200 retail accounts, AAFES, and 4 distributors
- Attended numerous trade shows and store promotions with various Pinnacle sports celebrities
- Consistently met sales goals and new account quotas
- Direct involvement with clinical research trials performed by company owned laboratory



8/2000-7/2002

Senior Territory Manager

- Responsible for management and sales growth of three salesmen in a thirteen state territory
- Prepared and attended programs involving store/event promotions including BFL Champion appearances, cooperative advertising, product buy-in and press coverage
- Partnered with distributors to provide total customer support. Trained distributor/store sales forces, sampled products, and developed cooler programs.
- Publicly spoke at various functions, meetings, expos and promotional events
- Conducted product training seminars for distributors, franchisees and retailers
- Maintained consistent sales growth and was a consistent leader in profit margin.
- Designed Tech Bulletins used to promote product line
- Assisted in new product development
- Forecasting inventory needs of existing and new product launches
- Designed and implemented strategic marketing plans focusing on new market penetration



2/2000-8/2000

Owner / Operator

- Designed and operated a Smoothie Factory store located in Mesquite, Texas
- Hired, scheduled, trained and supervised a staff of 12 employees
- Promoted store through canvassing, demos and local events
- Direct sales of nutritional supplements and smoothies to over 300 daily customers

6/1995 – 2/2000

Regional Sales Manager



- Supervised two branch warehouses which included four employees
- Ranked #1 overall in company for new accounts opened in 1998/1999
- Consistently exceeded sales quotas
- Delivered products to customer's in San Antonio/Houston/Dallas metro areas
- Designed route sales and shipping/receiving logistics
- Frequently promoted products at stores, gyms and sporting events. Customers included; retail and chain stores, gyms and athletic organizations, professional facilities, health food stores and sports nutrition distributors
- Territory included Texas, Oklahoma, Arkansas and Louisiana
- Assisted in design of ISOPURE sport beverage line.

Education



B.B.A. – Business Management 1982 -1986

Coursework included: Biology, Legal Environment, Business Communications, Business Finance, Marketing, Business & Professional Speech, Productions and Operations Management, Personnel Management, Management Science, Accounting, Organizational Behavior and Speech Communication, Strategic Management and Business Policy, and Economic Growth & Development

Awards and Acknowledgements

Who's Who of American High School Students
National Honor Society
Spanish Honor Society
Summer Honors Scholarship – University of Texas -Pan American
Progressive Labs – Employee of the Month
IFPA – Sports Nutrition Certified
ACE – Certified Personal Trainer
NASM – Certified Personal Trainer
3 Time Collegiate State Martial Arts Champion
Body For Life – Employee Challenge
South Texas Health & Fitness – Writing Achievement

Professional Affiliations

National Academy of Sports Medicine
International Fitness Professionals Association
American Council on Exercise
National Supplement Association
Phi Chi Theta International Business & Economics Fraternity
IDEA – Member

Trade Show/Event Experience

Europa Super Show – Director of Sponsorship & Vendors
Mr. Olympia – Exhibitor/Sponsor
Arnold Classic-Exhibitor/Sponsor
GNC Show of Strength-Exhibitor/Sponsor
NPC Nationals – Exhibitor/Sponsor
USA Championships – Exhibitor/Sponsor
Night of Champions – Exhibitor/Sponsor
Ronnie Coleman Classic – Exhibitor
Texas State Championships – Exhibitor
Expo West – Exhibitor
Supply Side West – Exhibitor
Heart of Texas – Exhibitor
AAFES – Exhibitor
Corporate Challenge – Exhibitor/Sponsor
Body For Life “Summer Tour” and media events
GNC Franchise Convention - Exhibitor
Smoothie King Franchise Convention – Exhibitor
Tree of Life Vendor Fair – Exhibitor
911 Fitness Challenge – Exhibitor/Sponsor