

ERIC S. SMITH

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QUALIFICATIONS

- ❖ 8+ years managerial experience with 20+ employees in a fast paced environment
- ❖ 15 years combined sales experience in consumer goods- retail/DSD/food service
- ❖ Proven sales track record year over year
- ❖ Pearson certification in Microsoft Office 365 (Word, Excel, PowerPoint, Access)
- ❖ Excellent time management and organizational skills
- ❖ Developed and mature communication skills (oral, written, interpersonal)
- ❖ Influential/indirect selling experience through distributor channel (Sysco, US Foodservice)
- ❖ Understanding of distributor internal processes. (logistics, strategy, deviation, GTM)

PROFESSIONAL EXPERIENCE

Merchants Foodservice: Newberry, SC

District Sales Manager, October 2018- May 2020

- Responsible for 20MM in annual sales revenue in South Carolina market.
- Coach/develop a team of 10 sales professionals to help maximize sales targets. (sales revenue/gross profit/margins)
- Monthly meeting with Director of Sales to discuss business results/sales personnel performance.
- Work with external brokers/vendors to schedule product introductions to our customer base.
- Hire/Onboard all new sales representatives in assigned territory.
- Conduct business reviews with key customers on a quarterly basis.
- Influence sales team to grow exclusive brand items and increase profit.
- Direct communication with buyers/transportation to coordinate new customer needs.
- Develop cross-departmental relationships to garner additional resources/support.

PepsiCo Foodservice: Columbia, SC

Business Development Manager, October 2016 – October 2018

- Review business results with distributors in the South/West Carolina markets quarterly to identify opportunity.

- Attend food shows for each distributor to generate new business leads for the beverage business.
- Coordinate general sales meetings/district meetings for 4 different distributor houses.
- Educate 300+ sales reps for Sysco/Us Foods about our partnership thru PDP
- New business acquisitions for 2017 in excess of 50+ street accounts/key accounts
- Filter leads from distributors to our internal team for follow up and schedule meetings.
- Work with internal sales team/finance to generate a Business Acquisition Model (BAM) for our new prospects.
- Schedule ride-along for internal sales team to work with distributor reps and capture new opportunities.
- Responsible for timely payments for contractual customers as agreed upon. Upfront monies/rebates.

PepsiCo: Pepsi Beverages Company: Beaufort, SC

Sales District Leader, October 2013 - October 2016

- Coach and develop a team of 10 sales reps / 13 merchandisers
- Coordinate and manage sales for 332 accounts over 5 counties in SE South Carolina
- Responsible for sales / labor budget with total sales equaling \$10 million annually.
- Sign CDA customer agreements each year to partner with accounts for spacing and pricing strategies
- Consistently leading the market (South Carolina) for volume growth at 107 index vs PY
- Top performing location in the Southeast (2013) Currently one of top two locations in Southeast YTD

Bulk CR Rep: Summerville, SC, May 2012- October 2013

- Managed / serviced / sold five grocery accounts on a daily basis in the Moncks Corner/ Goose Creek market
- Worked closely with store directors to grow volume for assigned accounts
- Coach and communicate effectively with weekend merchandiser to give clear direction
- Grew an account to the number one Pepsi-Cola Publix in the Atlanta Division (2012)
- Consistently had top producing accounts amongst the location: Food Lion +42% volume, Bilo +14% volume

G & J Pepsi-Cola Bottlers: Lexington, KY

Account Manager, March 2010-May 2012

- Coached and developed a team of 15 FT/ 5 PT merchandisers servicing the Lexington, KY market.
- Grew 8 grocery accounts on weekly basis through executing CDA compliance and ad execution
- Managed the sampling initiative for the location: set up venues and staffing for events
- Attended weekly sales/scheduling meeting to align with company directive.

Route Salesman, Winchester, KY, January 2008- March 2010

- Managed / sold a dedicated route of 56 small format customers on a weekly basis

- Ensured CDA compliance and contractual spacing agreements were executed
- Responsible for \$100k in company assets on a daily basis
- Worked closely with store owners to ensure they had correct inventory levels at all times

Merchandiser, Winchester, Ky, September 2003-January 2008

- Managed a route of 6 grocery customers daily in a designated territory
- Instrumental in opening of local Walmart Supercenter as it relates to shelf space and IOD.
- Built/rotated features on a weekly basis directly correlating to ad execution

EDUCATION AND SKILLS

University of Kentucky

- First year General Studies

Midlands Technical College

- *2020- AA: Associate of Arts*

Coastal Carolina University- 2020-2021

- Currently pursuing B.S.B.A in Marketing. Completion date- July 2021
 - *Honors- Beta Gamma Sigma, Deans List*