

CAROLINA TREJOS

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SENIOR SALES LEADER WITH 15 YEARS OF EXPERIENCE

Strategic Planning & Collaboration | Key Account & Broker Management | Leadership & Talent Development

EXECUTIVE SUMMARY

An innovative and results-driven Senior Sales Leader with a consistent track record in identifying and developing new business, establishing and nurturing strong client relationships, meeting and exceeding key organizational objectives, and successfully directing high-performance teams. Recognized as a top producer increasing revenues and profits through expertise in business development and unparalleled service delivery.

CORE COMPETENCIES

- *P & L Management*
- *Contract & Price Negotiation*
- *Bilingual Spanish/English*
- *Alliance/Partnership-Building*
- *Competitive Sales Analysis*
- *Hispanic Marketing & Sales*
- *Profitability Analysis*
- *Budget/Forecasting*
- *Latin American Markets*

PROFESSIONAL EXPERIENCE

COMBE INC. (*Power brands include Just For Men and Vagisil*)

August 2015 - September 2016

Division Sales Manager- West USA, Latin American and Caribbean

Recruited to lead a Broker team (11 Account Managers) to deliver sales objectives for Regional Grocery Retailers & Wholesalers, Military, Dollar General and Latin American markets representing \$10MM.

- Sales +15% exceeded 4% objective.
- Led the launch of Grecian 5 and created a new sub-segment at Dollar General (+98% incremental revenue).
- Closed void within the Hispanic segment and partnered with HEB to develop the first JFM Hispanic sku (\$110K).
- Launched Mexican brand Benzal and gained distribution at Walgreens, CVS, and various other accounts (\$250K).
- Developed new business and gained first time distribution at Gelsons, Northgate, Vallarta, Cardenas (\$200K).

KRAFT FOODS INC.

Sales Manager-Frozen Food West

February 2013- August 2015

Developed and executed sales plans with P&L accountability for Albertsons, Safeway, and various regional grocery accounts (\$25MM) to improve the company's market position and achieve financial goals.

- Sales +3% exceeded 1.5% objective.
- Led Safeway category initiative and sold Cool Whip as a one brand strategy which delisted private label +17%.
- Turned around underperforming, overspent Safeway business and generated profitable revenue +2.5%.
- Recipient of the 2014 Kraft Sales Leadership Award.

Sales Manager- West

March 2012- February 2013

Recruited to lead the Broker Retail Team of 300+ Sales Representatives to drive retail execution (\$4 Billion Retail).

- Delivered \$450K cost savings on a \$2.5MM Mandates and Reset Budget.
- Penetrated Safeway Operations Leadership Team to close distribution voids (\$550K) and increase F&D +125%.
- Led first bilingual Ethnic Retail Team at Kraft and generated \$1.7MM in incremental revenue.
- Awarded the 2013 Quest Leadership Program.

KIMBERLY CLARK CORPORATION

March 2011 - March 2012

Retail Operations Manager - Walmart

Promoted to lead and grow WALMART sales of a \$20MM direct business in the North East market with retail sales revenues of \$500MM.

- Exceeded Sales Objective +3% by partnering with Divisional VPs to create programs such as SCOTT First of The Month and HUGGIES & Mom In-Store Entertainment.
- Increased Walmart Retail Sales within the Division +.7% (only division in the US generating growth).
- Led Broker Team to increase display execution from 79% to 86%.
- Earned a performance ranking in the Top 5% by senior leadership, 2011.

Retail Execution Manager - North East

July 2010- March 2011

Recruited to lead Retail Broker team to drive retail execution and managed an In-Store Execution Budget of \$3MM.

- Instrumental in the key customer teams exceeding Retail Impact Value 242% in 2010 vs. 2009.
- Negotiated with customers for a decrease in the In-Store Execution Budget which resulted in \$110K savings.
- Honored with the 2010 Retail Execution Award.

PROFESSIONAL EXPERIENCE CONTINUED

Church and Dwight (Power brands include Trojan, First Response, Nair, and Arm & Hammer)

May 2009 - July 2010

Senior Trade Marketing Manager

Recruited to lead the Trade Marketing Team for the Home Care, Women's Health and Sexual Health Business Units (\$800MM). Responsibilities included the development of trade strategies, customer specific skus, and forecasting.

- Exceeded Business Financial Targets: Net Sales +5%.
- Closed a void in the Dollar channel by developing a profitable Litter sku (+\$5MM revenue).
- Led development of an innovative Trojan sku for the club channel which saved business from delisting.
- Led the development of pricing strategy for the Trojan Vibrators (first-time launch with mainstream retailers).
- Developed a training program to improve Trade Marketing's contribution during S&OP process which resulted in increased forecasting accuracy +2%.

Boehringer Ingelheim Consumer Health Care (Power brands include Zantac and Dulcolax) March 2007 - May 2009**Trade Marketing Manager**

Recruited to lead the Trade Marketing planning process, developed trade fund management strategies, executed co-marketing programs, led multiple agencies, and managed a \$5MM shopper marketing budget.

- Exceeded Business Financial Targets: 2008 Net Sales +6%; 2007 Net Sales +8%.
- Awarded Wal-Mart 2007 Vendor of the 4th Quarter: Partnered with Sales Director to execute co-marketing programs that included in-store TV, demo program, and account specific displays.
- Received two national awards at the Point of Purchase Advertising Industries (POPAl) national competition.
- Recipient of Golden Achievement Award: Led development of first promotional micro-site at Walgreens.

The Hershey Company, Hershey, PA**Promotion Integration Manager**

May 2005 - March 2007

Promoted to lead the development of fact based, actionable, insightful, sales tools for the U.S. Sales Team.

- Led the project team that created the first trade funding structure for Hispanic products in 2006.
- Led the development of a Competitive Information Database for internal partners.
- Recipient Hershey's 2006 Executive Award of Excellence: Continuous Improvement, Innovation and Creativity

Customer Sales Executive

January 2004 - May 2005

Promoted to manage C-Store business and develop joint customer business plans to achieve sales objectives (\$20MM).

- Exceeded 6.5% sales objective and delivered +10.8% growth.
- Increased 2004 Area 52 week market share +1.2 share points.
- Reduced 2004 markdowns & unsaleables by \$350,000.
- Awarded McLane Vendor of the Quarter, 2004.

District Sales Supervisor

July 2002 - January 2004

Promoted to manage a team of 10 sales professionals to achieve account penetration and sales objectives (\$24MM).

- Exceeded 4.2% objective and delivered +9% growth.
- Ranked #2 District Supervisor in the nation as measured by the Circle of Excellence contest.
- Hired, trained and promoted 2 Retail Sales Merchandisers.

Sales Representative

June 2001 - July 2002

- Exceeded 5% sales objective and delivered +8.5% growth.

EDUCATION

Master of Business Administration - Central Missouri State University, Warrensburg, MO, 2001 - Summa Cum Laude

Bachelor of Business Administration - Missouri Valley College, Marshall MO, 1999 - Summa Cum Laude

PROFESSIONAL AFFILIATIONS/COMMUNITY INVOLVEMENT

Network of Executive Women Mentoring Lead, 2012-2015; Kraft Women in Sales Texas Lead, 2015
 Kimberly Clark Co-Lead, Women Interactive Network, 2011; Boehringer Ingelheim Chair, Diversity Committee, 2009;
 The Hershey Company: President of Hispanic Network, 2007 and Co-Chair, Sales Diversity Council, 2004