

XAVIER RODRÍGUEZ

SALES MANAGER — ATLANTA METRO REGION

ACCOMPLISHMENT HIGHLIGHTS

- Sales leader and army veteran with 20+ years of sales, results, business management expertise, and experience forecasting customer, business, and industry trends.
- Delivered double-digit sales increases year after year in intensely competitive markets.
- Successfully introduced products into Latin America, Europe, and Hispanic markets in the US.
- Led region to \$4M growth by adding 100+ new distributors over 5 years.

WORK EXPERIENCE

DAISY FOODS USA – ATLANTA, GA NATIONAL FOOD SERVICE SALES MANAGER

Nov 20xx — Date

- Collaborate with customers' top retailers and major restaurant chains on product marketing, promotions, and advertising. Lead a team of 7 regional managers.
- Grew year-over-year (YOY) sales by 18% despite intense market competition; projecting 40% growth in 20xx.
- Led corporate initiative to penetrate food service and retail markets with 4 new premium ice cream products. Introduced 2 new brands to distributors and 10 new SKUs to large grocery store chains. Generated \$2.6M in new product sales in less than a year.

DAISY FOODS USA – ATLANTA, GA NATIONAL FOOD SERVICE SALES MANAGER

Oct 20xx — Oct 20xx

- Achieve a 25% increase in YOY sales by promoting brand and product quality to customers.
- Managed 35% of the company's annual revenue and increased the Southeast region's revenue by 15%.
- Propelled 11% sales expansion by focusing on incremental sales of new core products.
- Gained 9% sales in the Southeast region by adding a core brand with Hispanic distributors.

EDUCATION

BSC IN MARKETING

20xx — 20xx

GEORGE WASHINGTON UNIVERSITY, WASHINGTON, D.C.

SKILLS

- Account Management
- Attaining Breakthrough
- Sales Contract
- Negotiations Customer
- Service Dominating
- Retail Channels
- Sales Promotion

INTERESTS

- Certified Open Water Scuba Diver, 2020
- Computing
- Host- Airbnb-welcomed 45+ international visitors since 20xx
- Playing football and soccer
- Solving puzzles

LANGUAGES

- English (native)
- Spanish (fluent)
- German (conversational)