

regional market trends.

2005 – 2009 **Kimberly-Clark** **Yorba Linda, CA**

Senior Category Management Analyst

- Consumer support to a major account in the western division of the Kroger Corp. and Western Regional Customers (approximately \$38mm sales business)
- Managed and maintained analytical support for customer specific, market, and consumer data to make business building recommendations and high-quality supporting presentations
- Provided shelf management expertise and key input in determining shelf space management objectives
- Maintained pricing scorecards to identify competitive pricing opportunities
- Provided analysis to identify sales volume gaps and expectation at the regional and divisional levels

2001 – 2005 **ConAgra Foods, Inc.** **Irvine, CA**

Senior Business Analyst

- Developed and implemented sales analysis for all ConAgra Foods brands for Albertsons division (approximately \$15mm sales business)
- Supported and maintained trade planning process: maintaining and tracking systems for all trade funds and spending
- Managed post promotion analysis and “measure learn and change” for improvement on all Corporate and Cross-Promotional events for major Retailer
- Provided training to Sales Directors, Team Leaders, and Key Account Managers on all system related to job responsibilities and category development
- Created training documentation for Sales systems used for fiscal year 2004 and 2005.
- Created presentational materials for business reviews with major customers
- Provided analytical support for account calls pertaining to various promotions and new items introductions
- Supported all levels of management in aspects of trade spending and planning management, developing reporting to achieve teams’ growth and profit goals in compliance with company goals
- Trained all levels of sales management members on systems required to perform their job responsibilities
- Revised training manuals and documentation specific to all levels of management

1998 – 2001 **ConAgra Grocery Products** **Fullerton, CA**

Promotion Systems Supervisor

- Supervised and trained Promotion Systems employees and applications
- Revitalized System Administrative responsibility, identifying areas of improvement as it related to changes in the business culture, job functionalities, and business processes
- Managed and maintained Trade promotional tools and SAP table maintenance systems for accurate promotional planning and reporting information
- Worked in conjunction with the ISS group to troubleshoot all system upgrades and issues

- Supported and maintained the Grocery Sales Organization systems, supporting over 300 users
- Maintained Trade/Promotion and SAP systems for accurate promotional planning and reporting information
- Administrator for company sales planning tool: managing user ID's and passwords; and system profile setup and changes
- Managed and maintained SAP tables related to customer, product, brand, promotable group, and account hierarchies
- Developed written materials of procedures for employees - coordinated sales training

EDUCATION

-
- | | | |
|-------------------------|-------------------------|---------------------|
| ▪ University of Phoenix | Business Management | Fountain Valley, CA |
| ▪ Southern University | Business Administration | New Orleans, LA |

SOFTWARE SKILLS

Nielsen, IRI, Spectra, Shopper Insights, Numerator, Featurevision, Advview, 8451(Dunnhumby), Spaceman, Apollo, SAP Business Intelligence, Oracle Sales and Financial Analyzer, Business Warehouse, MS SQL, Data Warehouse, Business Planner, XP3 Analyzer, CPG Network, STF planning tool, Manufacturers planning tools, Retailer internal software, Retail Link, AFS/MEI Trade Promotion Management planning tool, Sierra Sales Selling Method, Extensive Sales and Category Management training and coursework, Microsoft Office Suite (Word/Excel/Access/PowerPoint, and Outlook)