

Thomas Norlander

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A results-driven executive with a record of progressively responsible sales leadership roles across multiple divisions including P&L management, new product launches, category management, trade marketing / development and implementation of sales and market strategies.

- Successfully grew company revenue from \$45MM to \$100MM in seven years while improving our EBIT from 2 to 10%
- Restructured the sales organization to improve customer facing and develop long term customer relationships
- Introduced formal sales training to elevate our effectiveness with our current customer base as well as our ability to secure new business
- Secured a CRM (Customer Relationship Management) Tool through Salesforce connecting Marketing, Finance, R & D and Supply Chain to improve cross-functional communication and resource allocation

An action-oriented leader, known for fostering collaboration across the organization and for inspiring teams to deliver optimal performance.

Sales Leadership

- National Accounts: Increased sales by 248% through new account acquisition, new product rollout and expanding product lines with our existing customer base
- Retail: Achieved a 166% increase, driving new headquarter and retail distribution and cross merchandising promotions to increase shelf turns in a highly competitive category
- International: Increased sales 112% through market expansion and new product introductions
- Food Service: Achieved a 62% increase through new account acquisition, expanded bases line and new product offerings

Strategic Planning

- Through market insights and trend analysis brought forward new product opportunities across multiple channels that now account for 19% of the companies opportunities
- Identified, pursued and secured new retail channels now accounting for x amount of the company's annual sales

CRM

- Customer Relationship Management - Worked with Salesforce to develop the Sales Funnel which provides the Executive Team a continuous update of our future state of sales

PROFESSIONAL EXPERIENCE

4/04 to Present: **EXPANSIVE SPECIALTY SALES**, South San Francisco, CA
Manufacturer of flavored syrups, sauces & bases

Vice President of Sales

8/08 - Present

Drove profitable sales growth by creating / executing market strategies and comprehensive sales plans for the café, casual dining, retail and international markets. Served as a member of the senior leadership team, driving overall strategy / direction of the Expansive organization.

Director of Retail Sales

4/04 – 7/08

Directed two Region Managers and national broker network to achieve national profit / volume goals. The role encompassed all classes of trade with a major focus against Grocery and Specialty accounts.

5/95 to 3/04: **HERSHEY CHOCOLATE COMPANY**, Hershey, PA
United States division of Swiss confectioner

Director, Specialty Sales

1/02 – 3/04

Direct three Region Managers to achieve national profit / volume goals for \$25MM, encompassing the Special Markets class of trade. Clients include: Trader Joe's, Cost Plus, Bed, Bath & Beyond, Linen's n Things, Department Stores, Book Stores, Airports, Tourist Trade, Upscale Boutiques.

Western Zone Manager

10/01 – 1/02

Direct three Region Managers to achieve profit and volume goals in the Western half of the US, grocery and special markets classes of trade.

Western Division Manager

7/00 – 10/01

Direct Brokers and Distributors for 13 Western States. Achieve profit and volume objectives by managing a \$3.5MM Regional Marketing Fund. Execute corporate programming at Albertsons, Safeway and Kroger West.

Western Region Manager

5/95 – 7/00

Direct Brokers and Distributors for 5 Western Markets. Responsible for American Stores and Private Label on a national basis.

EDUCATION

B.A., Business Administration, Rochester Technical University, Rochester, NY

PRIOR EXPERIENCE

Began my professional CPG / Food sales and management career with Campbells. After two promotions, recruited by Keebler as National Accounts Manager and again promoted to Regional Sales Manager. Set up launch of a new low-calorie sweetener for Proctor & Gamble. Based upon successes, was recruited by Nestle in their baking ingredients division.