

# JAMES J. GIUFFRIDA

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## SENIOR MANAGEMENT: SALES/MARKETING/ OPERATIONS

- **Generated** record revenues in roles as Sales Manager and Business Unit Manger in \$500M Meat Processor including key account management, new product launch and building successful teams.
- **Drove** the highly profitable day-to-day operations of a successful \$80M process manufacturing and sales/marketing company managing a multi-tiered staff through 3 operating divisions.
- **Led** the sales and business development areas of two high volume food processing plants while reorganizing production operations to optimize output while saving \$500K annually
- **Directed** the operations of a \$15M deli processing company, coming on board to revitalize operations. Increased productivity by 50% and streamlined every aspect of the operation
- **Managed** new product opportunities including research, introduction, brand development and market expansion.
- **Purchased** raw materials (Protein) for daily production activities, negotiated purchasing contracts in excess of \$25MM
- **Solved** many problems using techniques such as benchmarking, business process improvement, performance improvement and process management to bring significant resolution to important issues improving performance and results.

## CORE COMPETENCIES

### Strategic & Tactical Global Market Planning:

CRM • SWOT Analysis • Syndicated Data Research • P&L Responsibility • Regional Product Knowledge • Demographic Research • Manage Mission/Vision

### New Product Opportunity Research/Introduction

Promotional Vehicles • Line Extensions • Brand Expansion • Market Share • Price Positioning • New Product Launches • Sensory Research

### Portfolio Management Customer Retention:

Organizational Planning • Build/Nurture Relationships • Solution Selling Techniques • Revenue Projections/Forecasting Client Satisfaction

### Operations/Organizational Leadership:

Strategic/Tactical Planning • Sales/Operations/Manufacturing Savvy • Drive Results • Problem Resolution • Change Management • Service Delivery • Coaching/Mentoring • Revenue Generation/Growth

## PROFESSIONAL EXPERIENCE

### Gourmet Food Brokerage Company, Inc., Pennsburg, PA • 2008-Current

Food Brokerage Company doing business with Regional and National Retail Food Chains and Foodservice accounts.

#### Vice President, Sales and Marketing

- Major responsibilities include New Business Development, Market Expansion, Customer Relationship Management, Strategic Reengineering of Customer Processes, National Broker Management, DSD Logistics, Increase company Revenue and Profitability

### HATFIELD QUALITY MEATS, Hatfield, PA • 2002-2008

Large Regional Meat Processors and Producer with sales exceeding \$500M

#### Sales Manager & Business Unit Manager

- In Sales Management and Business Leadership roles drove sales of branded and private label products including new product rollouts, key account and broker management, developing and maintaining major accounts and **built new sales distribution across large regional retail accounts.**

**Selected Achievements:**

- Structured and implemented an aggressive Sales/Marketing plan that successfully build brand name recognition and grew revenues and profits in a key period in company history.
- Spearheaded a new product development effort and guided the successful launch of Hatfied Rotisserie line throughout retail and food service regional channels.
- Exceeded quotas consistently averaging more than \$100M in annual sales.
- Negotiated purchasing contracts in excess of \$25MM.
- Piloted market-based pricing program that eliminated the complexities of product pricing and provided account managers with accurate, real-time, market-level pricing information.
- Developed strong sustainable relationships with export broker and executive decision makers of Asian companies
- Exceeded contribution goal by \$1.5MM in fiscal 2006

**J. GIUFFRIDA & COMPANY, L.L.C., Hainesport, NJ • 2001**

Start-up unique Food Brokerage Company selling to distributors and retail food chains

**Principal & Managing Partner**

- Envisioned and created a concept and founded this company representing several manufacturers and managed successful relationships with multiple branded suppliers while negotiating purchasing contracts, expanding branded and private label product recognition and distribution throughout Atlantic Market. High volume, short cycle growth led to company sale at enviable profits.

**AMERICAN FAMILY BRANDS, INC. (Formerly Freda Corp) Philadelphia, PA • 1998-2001**

\$80M Regional Manufacturer and distributor of branded food products

**President & General Manager**

- Recruited into company to build infrastructure and develop increased revenues and profits in the sales, marketing and manufacturing entities. Successful challenges included focusing on developing diversified portfolio of branded food companies under the American Family Brands name with accountability for managing P&L, and 120 independent distributors and 2 wholly owned subsidiaries.

**Selected Achievements**

- Managed a diverse multi-tiered staff throughout 3 operating divisions.
- Successfully organized the acquisition of Castle Brand Foods increasing market share by 8%.
- Expanded product distribution portfolio into the Pittsburgh and Cleveland Markets.

**FREDA CORPORATION, Philadelphia, PA • 1989-1998**

Manufacturer of Premium Deli Meats with sales exceeding \$60M

**Vice President of Sales**

- Directed the total activities in Sales, Customer Relationship Management and Business Development for three manufacturing facilities for Freda, Kohler and C.D. Moyer, Inc developing a cohesive sales team that produced record growth and revenues.

**Selected Achievements**

- Reorganized production operations at 3 plants resulting in over \$500K annually in cost savings which contributed to bottom line growth. .
- Targeted brand expansion into 12 major national markets  
Doubled product offerings in C.D. Moyer facility resulting in 50% revenue growth.

**EDUCATION**

ROCHVILLE UNIVERSITY, Rochville, MD  
**Bachelor of Business Administration (BA)**  
**Summa cum Laude**

Brand Development & Market Expansion • Market-Based Pricing Strategies & ROI

Customer Relationship Management • High Impact Sales Presentation

