

## HAPPY CLIENT

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ANYTOWN, CA 90000

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### FOOD INDUSTRY EXECUTIVE Cross-Functional Experience & Industry Expertise

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Highly qualified Executive with over 18 years of sales, production, fabrication and distribution experience in the seafood industry. Results-focused and effective leader with proven ability to increase sales and grow businesses. Talent for anticipating industry trends and implementing programs and systems to meet market changes. Strengths in inventory control, cost control, profitability improvement, maximizing relationships, employee relations, and quality control. HACCP double certified in seafood, and meat and poultry.

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### PROFESSIONAL EXPERIENCE

#### **Job One** **2005-Present**

##### ***President***

Created a seafood division within Certi-Fresh Foods, a \$70 million seafood manufacturing/wholesaler specializing in shrimp and breaded seafood products. Partnered with Certi-Fresh Foods to offer existing customers a new product resulting in increased business. Within first six months captured \$3 million in new business. Capitalized on relationships with distributors to grow current business. Secured business with large retailers such as Superior Super Warehouse Markets, and Food 4 Less. Supervised accounts with over 40 restaurant chains and distributors including Sysco and US Foods.

#### **Job Two** **2001- 2005**

##### ***President/Owner***

Launched seafood sales, production and fabrication company as a result of a restructuring of Holiday Meat & Provision into Rocker Brothers Meat & Provision. Negotiated lease of 6,000 square foot seafood facility from Rocker Brothers for family run business with five employees. Accommodated over 30 accounts. Limited burden of fleet costs by reassessing and rescaling business to target distributors. Rewarded 20 percent of total distribution for Superior Super Warehouse Markets.

#### **Job Three** **1996-2001**

##### ***General Manager (1999-2001)***

##### ***Seafood Division Manager (1996-1999)***

Developed seafood division for a 35-year-old family owned meat company. Wrote over 100 invoices per day and expanded customer base for both meat and seafood divisions. Seafood became a conduit for meat sales. After only two years, increased customer base of \$55 million company by 40 percent. In only three years, grew seafood division from a three-man operation in a 300 square foot space to a ten employee operation in a 6,000 square foot space. Received HACCP certification in seafood, and meat and poultry. Wrote and monitored all HACCP programs for company. Interfaced with on-site USDA representative to ensure all operations met highest standards and practices. As the company increased to a \$68 million business, managed all aspects of designing, building, and staffing a new 40,000 square foot warehouse, including communicating with city offices and obtaining permits. Grew employee base by 20 percent. As General Manager, responsible for 110 employees on both a 30,000 square foot facility and a 40,000 square foot warehouse.

#### **Job Four** **1988-1996**

##### ***General Manager (1994-1996)***

##### ***Sales Manager/Purchasing (1991-1994)***

##### ***Sales Representative (1988-1991)***

Responsible for opening new accounts with restaurants, retail food stores, and institutions such as hospitals. Named number two salesperson in first year, and number one in second year. Opened new accounts with larger retailers such as Vons and Luckys. Created Seafind, a seafood division for Special Foods International. Involved in sales, production and fabrication of products. Developed three unique items for Costco, effectively winning their account. As General Manager oversaw 23 employees of a \$12 million company. First to bring in a tunnel freezer and turning division into a processing plant for Pacific Northwest and Canadian fisheries.