

JONATHAN LAUBER



PROFESSIONAL PROFILE

Experienced regional sales manager with over 10 years of success in the natural food industry, brand sales management, retail grocery management, and foodservice-brokerage management. Skilled in negotiation, B2B sales, business planning, and consistently exceeding projected sales quotas. A strong closer with a focus on prioritizing the unmet needs of customers. Proficient in building and managing relationships with key accounts and driving sales growth across diverse territories. Currently seeking a 100% remote work-from-home position in business management sales, with particular interest in field sales executive roles within the Hospitality industry.

STRENGTHS & CAPABILITIES

- Proficient in devising comprehensive sales strategies tailored to specific markets and customer segments to achieve business objectives.
- Skilled in nurturing and maintaining relationships with key accounts, ensuring customer satisfaction and driving revenue growth.
- Experienced in negotiating contracts, pricing, and terms with clients, suppliers, and partners to secure favorable agreements.
- Demonstrated ability to effectively engage and sell to business clients, understanding their unique needs and delivering tailored solutions.
- Proficient in conducting market research, analyzing trends, and identifying opportunities for business growth and expansion.
- Strong leadership skills with a proven track record of leading and motivating teams to achieve sales targets and deliver exceptional results.
- Capable of analyzing sales data, generating insights, and preparing reports to inform decision-making and drive sales strategies.
- Skilled in collaborating with internal teams such as marketing, product development, and operations to align sales efforts with overall business objectives.
- Expertise in building and maintaining long-term relationships with customers, providing excellent service and support to drive loyalty and retention.
- Ability to identify challenges, develop innovative solutions, and overcome obstacles to achieve sales targets and meet customer needs effectively.
- Skilled in managing sales activities remotely, leveraging technology and virtual communication tools to effectively engage with clients, deliver presentations, and close deals.


PROFESSIONAL EXPERIENCE


Western Regional Sales Manager



Tender & True Pet (Omaha Industries Inc) Omaha NE (2022 - 2024)

- Accountable for the comprehensive performance of Tender & True Pet Food in retail channels across the SoPac/NorCal/PNW/RM & SW regions, including natural/conventional regional grocery chains, medium-size premium retail chains, large independent groups, military (DoD) grocery, and pet specialty e-commerce.
- Managed brand distribution, broker relationships, new product launches, merchandising, promotional activity/budgeting, HQ business category reviews, product training, and sales performance analysis using Spins/Distributor data/Mintel data & trade show execution.
- Successfully secured key accounts, including Sprouts, Natural Grocers, Raley's, Rouses, Gelsons, and managed Petco e-commerce, achieving significant SKU approvals and points of distribution expansions.
- Oversaw AFS (450) / ION (278) independent grocery retail groups, optimizing sales strategies and building strong partnerships across multiple states in the west.
- Developed new business opportunities and managed chains such as Erewhon, Metropolitan Market, Market of Choice, PCC, Homeland, Bristol Farms, Lazy Acres, Lassens, Mothers Market, New Leaf, Town & Country, Foodland, Mollie Stones, Lunardi's, Northwest Grocers, C&K Markets, New Seasons & Brookshire Grocery.
- Managed a team of (40) Ying Yang Natural broker representatives across multiple states, ensuring alignment with company objectives and sales targets.
- Achieved an impressive (14%) Year-over-Year overall sales growth from 2022 to 2023, with positive brand growth across three categories: Dog pet food (42%), Cat pet food (92%), & Dog treats (15%).

CONTACT

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SKILLS

- Sales Strategy Development
- Key Account Management
- Relationship Building
- Negotiation Skills
- B2B Sales Management
- Business Planning
- Sales Performance Analysis
- Customer Relations Management
- New Product Launches
- Market Research and Analysis
- Team Leadership and Management
- Budgeting & Financial Management
- Data Analysis and Reporting
- Cross-functional Collaboration
- Problem-solving

Key Account Manager**Amalgated Food Brokerage, Tempe AZ (2016 - 2022)**

- Achieved consistent high-level B2B sales performance, consistently surpassing sales targets and achieving quarterly growth rates of 10%-15%.
- Successfully managed a portfolio of 80+ accounts and represented over 40 manufacturer lines within the Arizona market, demonstrating strong multitasking and organizational skills.
- Provided leadership and guidance to an internal sales team, fostering a culture of accountability, collaboration, and continuous improvement.
- Recognized as the top-performing representative in the company for five consecutive years, showcasing exceptional sales acumen and customer relationship management abilities.
- Acted as a skilled broker and negotiator between manufacturers, distributors, and large/multi-unit foodservice accounts, including school districts, hotels, restaurants, and casinos, within the AZ territory.
- Established and nurtured relationships with key decision-makers in top foodservice accounts and school districts, earning trust and loyalty through effective communication and personalized service.
- Successfully met budget standards and negotiated competitive pricing while emphasizing product quality to secure business retention year after year.
- Conducted extensive cold calling and lead generation efforts, resulting in the acquisition of new customers and the expansion of the client base.
- Played a pivotal role in the distribution of new products into major distribution channels such as Shamrock, Sysco, U.S. Foods & Merit, driving market penetration and revenue growth for partner brands.

Territory Account Manager**Natierra/Brandstorm, Mid-West / South-West (2015 - 2016)**

- Collaborated with natural food sales brokers such as Presence Marketing, distributors like KeHe, and grocery chains across the mid-west and south-west territories to drive sales and brand visibility.
- Conducted regular product standard checks at the store level to ensure optimal product display and marketing, resulting in increased sales performance and customer engagement.
- Successfully penetrated key accounts including LLO's (e.g., Whole Foods, Sprouts, Natural Grocers, Fruitful Yield, Fresh Thyme Market, Raley's) by leveraging strategic relationships and effective sales tactics.
- Demonstrated exceptional performance and was promoted to oversee a \$5 million-dollar territory in the Southwest within just four months of employment, showcasing leadership and sales capabilities.
- Exceeded sales targets and metrics by maintaining consistent order placement with large accounts through proactive relationship management and customer service initiatives in both the Midwest and Southwest regions.
- Engaged in comprehensive sales activities, from interacting with store managers to negotiating with corporate-level category grocery/distribution buyers, ensuring alignment with business objectives and customer needs.
- Closed sales on bids and presented new products to category buyers at major grocery/distribution chains, employing effective negotiation skills and delivering compelling presentations to secure favorable contracts.
- Successfully launched "Chia Crunch," a new product, into multiple Sprouts locations in the Southwest through strategic negotiations and relationship-building efforts, contributing to product expansion and market growth.

Sales Representative**Vega (Sequels Naturals), Chicago IL (2013 - 2015)**

- Conducted effective store-to-store sales pitches and product demonstrations across the Chicagoland territory, showcasing Vega's all-natural sport and nutritional supplements line.
- Fostered strong relationships with store managers to support sales objectives, ensuring alignment with store requirements and customer preferences.
- Consistently surpassed sales targets each quarter, demonstrating strong sales acumen and product knowledge while catering to key retailers such as Whole Foods Market and Fruitful Yield.
- Achieved high levels of customer satisfaction by conducting in-store demos and events, strategically placing products for maximum visibility (e.g., end caps, cross merchandising), and implementing marketing initiatives to enhance market awareness through social media, videos, coupons, etc.
- Provided valuable education to retail staff and shoppers on the health benefits and features of the product line, effectively communicating Vega's value proposition and promoting brand loyalty among consumers.

EDUCATION

Bachelor's Degree in Business & Hospitality Management - Robert Morris University, Chicago IL (2009)

Associates degree in Culinary Arts - Robert Morris University, Naperville IL (2006)