

# Your Name

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## Summary of Experience:

Strategic sales leader representing global brands in the highly competitive beverage industry. Develops and implements business plans for national accounts and distributor sales teams delivering results that consistently lead the North American operating unit across performance metrics. Cross functional team leader with exceptional communication skills and relationship management abilities.

Degree: Bachelor of Arts, University of Tennessee, Knoxville

- **Coca-Cola North America** 1999 - Present
- **3M** 1996-1999
- **United States Army - 82<sup>nd</sup> Airborne Division** 1991-1993

## Core Competencies:

### Sales

Strategic Planning  
National Account Management  
Negotiations  
Forecasting

### Marketing

Pricing Architecture  
Trade Spend Optimization  
Nielsen, IRI, Spectra  
Account Segmentation

### Management

Distributors  
Brokers  
Talent Development  
Sales Force Automation

## Target Industries:

- Beverages, Non-Alcoholic
- Beverages, Spirits-Wine-Beer
- Consumer Products

## Target Companies:

- Mars Petcare
- Bridgestone
- Athens Distributing
- Ajax Turner
- DET Distributing
- Lipman Brothers
- Best Brands
- American Paper & Twine
- Tractor Supply
- Dollar General
- Fruit of the Loom
- Standard Candy
- Genesco
- Nissan
- Ingram Industries
- Louisiana-Pacific
- Brown-Forman
- Royal Cup Coffee
- A.O. Smith
- Yazoo Brewing
- Hunt Brothers Pizza
- Delek Holdings
- Asurion
- The Bakery Cos.

## My Request for Assistance:

- Any thoughts on these companies or targeted industries?
- Do you have contacts at these companies for an introduction?
- Are there any companies that are missing from my target list?
- Is there anything I can do to help you?