

Josh Halpern

652 Nottingham Pl, Westfield, NJ, 07090
Ph: 917-657-7719 e-mail: josh.halpern@yahoo.com

Summary: Energetic senior leader who has led several business turnarounds, while concurrently driving sustained team engagement and increased margin contribution

Experience:

February 2018-Present - North American Breweries

Chief Sales Officer

- Responsible for a 210 person direct team, accountable for sales, trade marketing, sales operations, revenue management, category leadership, and wholesaler development for all channels

June 2012-February 2018 – Anheuser-Busch InBev

Vice President / General Manager – Small Format, US BU (6/16-Present)

- Responsible for a 120 person direct team (sales, trade marketing, category leadership, pricing/performance mgmt.) that sells \$7.3B in Net Revenue and \$2.5B in EBITDA to the C-Store and Liquor Store classes of trade
- Reduced market share loss by 50% within first 4 months through a targeted pareto approach
- Developed several new strategies to get closer to store archetypes, with focus on urban, college town, tourist destination, foodservice-heavy archetypes

Vice President / General Manager – On-Premise (Foodservice), US BU (8/13-12/16)

- Responsibility for \$2.1B in Net Revenue and \$700MM in EBITDA
- Led a 75 person direct team (sales, trade marketing, category leadership, pricing/performance mgmt), for all On-Premise / Foodservice segments
- In 2015, led A-B On-Premise team to its first market share gain in over 20 years, +33 bps vs PY.
- Had the highest engagement scores, and lowest voluntary turnover in the entire A-B sales department, resulting in 2x Team of the Year honors

Global Director, Trade Marketing (Off-Premise) (6/12-8/13)

- Was responsible for ensuring fulfillment of the 1YP and 3YP Off-Trade Marketing objectives for all Zones/BU's (a \$21B business including US, Canada, Mexico, Brazil, Argentina, Europe, & Asia)
- Global leader for the Store Activation/Execution, and Category Leadership Processes/Results
- Responsibility for building the global trade activation toolkit for the 2014 FIFA World Cup™, and led the first ever Global trade programming at Walmart and Carrefour
- Established the business case and orchestrated the US Category Leadership re-launch through a qualitative and quantitative data approach.
- Developed 12 global in-store execution Levers, launched to 22 countries
- Brought the “Shopper” into Global negotiations with Walmart and Carrefour, resulting in stronger JBP collaboration with Walmart, and increased working dollars towards counterparts at Carrefour

May 2011-June 2012 – Reckitt Benckiser

National Sales Director, Food Division (5/11-6/12)

- Responsibility for the Mass, Club, Dollar, C-Store, Grocery Deli and Military Channels
- Grew Net Revenue by 12.4% in 2011, while increasing share by 240bps
- Sold Target on changing their shelf flow to improve market basket with higher degree of mustard/ketchup cross-purchase, leading to +4% overall category gains
- Successfully upsized the Dollar Channel off the \$1 price point on French's Mustard, which led to a 300bps reduction in trade spending, and a 16% increase in Net Revenue
- Created the Grocery and C-Store Foodservice strategies, to penetrate the roller grill and prepared foods area of the store. Tested at Cumberland Farms, Wawa, Publix

December 2008 – April 2011 – Just Born Inc. (Makers of Peeps®, Mike and Ike®, Hot Tamales®)

Director of US Sales (12/08-4/11)

- Managed a staff of 22 Full-Time Sales and Customer Service employees across all channels, and led Just Born's multi-functional Strategic Customer Team. Managed the broker network, while giving laser-focused assortment and merchandising goals through a simplified business approach called the “4 Go-Do's.”

- Led team reorganization and expansion to increase customer connectivity and customer depth, while implementing customer segmentations practices.
- Expanded relationships with Walmart and Target past Category Manager to include Global Sourcing, IT, Design, Licensing, Marketing, and Replenishment
- Served as Walmart National Acct Manager (in addition to current role) from May 2009 to October 2010 resulting in 27% increased orders for Easter 2011, and doubling our everyday assortment

November 2003 – December 2008 - The Clorox Company

Team Leader – Category Development – (10/07-12/08) - Eastern Region and West Coast.

- Responsible for leading, training, and developing plans with 16 Regional Sales Managers, NAMs, Category Managers, and Customer Marketers (and their brokers) in Grocery/Drug for our Glad and Cat Litter brands. Customers included Meijer, Safeway, Publix, Ahold, Del Haize, Wakefern, Drug and more, growing Sales 6% over quota (12% vs. Prior Year) focusing on assortment and shelving gains.

National Brand Partnerships and Licensing Manager (8/07-9/07) – Specialty Division

- Led special project to develop external partnerships with other CPG companies for Kingsford, KC Masterpiece and Hidden Valley behind the Backyard Tailgate Marketing Platform

National Sales Merchandising Manager (7/05-9/07) – Glad Food Storage, Glad Innovation

- Led several internal teams in addition to my role including: Glad Trade Funds Efficiency Team, Glad GO Walmart Team, Glad GO Dollar Channel Team, Glad Shopper Insights Team
- Created Glad Customer Strategy for Glad Food Storage Division (\$330MM Retail Sales) – led team in FY 2007 to first growth in 11 years – +9%, while driving +17% trade fund efficiency.

New England Region Manager – Glad and Brita Brands (11/03-6/05)

- Responsible for all sales, broker management, marketing, financial, and logistical activities in New England - Earned 2004 Region Manager of the Year, and 2005 Region of the Year Honors

January 2001- November 2003 - Procter and Gamble Company

Account Executive – Business Development & Operations – CVS Team (4/03-11/03)

- Launched successful new items (i.e. Crest Night Effects, Prilosec, Cover Girl Outlast, Tampax Pearl, Olay Regenerist, Olay Daily Facials) that grew sales by over \$300MM
- Worked on multi-manufacturer team to launch CVS Shopper Segmentation work, and CVS Extracare Portal Upgrade

Sub-Team Leader, and Account Manager Fabric and Home Care – Supervalu New England (02/01-4/03),

- Grew Fabric and Home Care sales 19.7%, the fastest growth of any wholesaler in US.

Education:

2003-2005 Babson College Wellesley, MA - MBA - Summa Cum Laude – 3.76 GPA

- Concentrated in Corporate Entrepreneurship and Management

1997–2000 Cornell University Ithaca, NY - BS in Policy Analysis and Management

- Was President of the Alpha Epsilon Pi Fraternity, and elected member of the University Assembly

Boards:

NACS Membership Committee (2016-2017)
 NACS Research Committee (2017-Present)
 NACS Convention Content Committee (2017-Present)
 International Foodservice Manufacturers Association (IFMA) (2014-Present)
 VFW Foundation (2013-2015),
 Restaurant Leadership Conference (2014-2016)
 National Restaurant Association Military Foundation (2014-2016)

Key Awards & Certifications:

- Anheuser Busch – Best Commercial New Practice, North America Zone: 2014
- Clorox Corporate Sales Achievement Award (2007) – given to only 1% of employees each year
- Six-Sigma Green Belt Certification