

## Contact

timbortner@gmail.com

[www.linkedin.com/in/timbortner](http://www.linkedin.com/in/timbortner)  
(LinkedIn)

## Top Skills

Teamwork

Time Management

Recruiting

## Certifications

Mastery of Selling Skills

USCA Certified Sales Student

The Sales Advantage

Business Insight Bronze Level  
Certification

# Tim Bortner

Brand Manager at Hormel Foods  
Greater Chicago Area

## Summary

“The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence.” – Confucius

Excellence became part of my blood during my tenure at UW-Eau Claire fueling my passion for life and working with others. My experiences reached far beyond the classroom, serving in multiple leadership roles, remaining active in a collegiate sport, and relaying my passion for the school through the Campus Ambassador program. An ideal day for me includes a calendar full of meetings/ events, positive thinking people, and the opportunity to make just one person’s day better. Like Brian Tracy says, “Successful people are always looking for opportunities to help others. Unsuccessful people are always asking, 'What's in it for me?'” Selflessness is a trait I’ve worked tirelessly to improve and build upon, as I know it is the basis of all good leadership.

Please use contact information below to reach me any time of the day if you want to talk business, leadership, sports, or life – I look forward to speaking with you soon!

---

## Experience

Hormel Foods

8 years 5 months

Brand Manager

June 2021 - Present (2 years 5 months)

Focused on growth of C-Store & Foodservice segments of PLANTERS snacking portfolio.

Sr. Foodservice Account Executive

December 2019 - June 2021 (1 year 7 months)

Greater Chicago Area

### Customer Executive

July 2017 - December 2019 (2 years 6 months)

Naperville, Illinois

### Territory Manager

September 2016 - June 2017 (10 months)

Naperville, Illinois

### Senior Sales Representative

June 2016 - August 2016 (3 months)

Cincinnati, Ohio

### Associate Category Development Analyst

October 2015 - June 2016 (9 months)

Cincinnati, Ohio

### Sales Representative

June 2015 - October 2015 (5 months)

Cincinnati, Ohio

### UWEC Admissions

#### Tour Guide - Intern

September 2012 - May 2015 (2 years 9 months)

Eau Claire, Wisconsin Area

Told the Blugold story through a current student's perspective to thousands of campus visitors and prospective students in over 200 two hour campus presentations of all audience sizes. Interacted with parents and students of all backgrounds to understand their wants/needs; ultimately, making an impact in their college decision. Furthermore, I traveled to college fairs and admissions offices in WI and MN to promote UWEC. Upon completion, my confidence to present, ability to communicate, and overall passion for relaying something I believe in all increased significantly!

### Pi Sigma Epsilon

#### President

December 2013 - December 2014 (1 year 1 month)

University of Wisconsin - Eau Claire

Captained the organization by delegating responsibilities to 9 fellow Executive Board members and seeing to their completion

Communicated with PSE National Headquarters as official chapter contact

Mentored 30+ newly acquired members in order to develop young business professionals

Presided over general member meetings including up to 50 members weekly

## Hormel Foods

Consumer Products Sales Intern

May 2014 - August 2014 (4 months)

Kansas City Metropolitan Area

In this 3-month, project-based internship, I was able to gain valuable Sales experience with a company earning annual revenue exceeding \$9 billion. Worked directly with Retail Zone Manager to gain shelf space in 52 Price Chopper stores spanning Kansas, Missouri, and Iowa. Demonstrated to buyers what features and benefits differentiate our product from the next. Projected annual value added due to project: \$240,000+.

## Uline

Sales Intern

June 2013 - August 2013 (3 months)

- Executed 20 scheduled sales appointments per week, along with 20 drop-by or cold calls, totaling 40 sales calls weekly
- Scheduled calls with existing customer base through phoning and email
- Sold \$10,000+ in new product sales to new and existing customers

---

## Education

University of Wisconsin-Eau Claire

Bachelor of Business Administration (B.B.A.), Marketing w/ Professional Sales Emphasis · (2011 - 2015)