

Eric J. Steinbach

Director of Marketing Foodservice and Convenience

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Request for Consideration for Membership on the NACS Supplier Committee

I have a balanced and broad work history which includes leadership positions in Retail, Foodservice and Convenience/Vending Channels. Over the past three years I have jointly led the integration of PLANTERS® snack nuts business into the Hormel Foodservice and Convenience Division, while leading a new, specialized Convenience and Vending team across all main functional areas. I have a strong affinity and passion for the Convenience Channel and my goal is to become a more active participant in helping shape the Channel's future. I appreciate your consideration in my request to join the NACS Supplier Committee.

Work Experience

Director of Marketing – Foodservice and Convenience, Hormel Foods Corp.: Austin, MN 2/19 – Current

- Manage portfolio in excess of \$1 Billion in Net Sales and \$350 million in Gross Profit
- Lead a team of nine marketing, digital, and retail category management professionals
- Accountable for successful integration of the PLANTERS® snack nuts and CORN NUTS® crunchy corn kernels integration within our Foodservice/Convenience Division
- Assisted in the creation of a stand-alone, specialized Convenience Channel team consisting of marketing, sales, category management, trade management and distribution
- Led the formation of our Digital and Trade Analytics Team in 2020 and currently lead the team that has positioned the Division as a digital leader in the Foodservice Channel
- Rated a Distinguished performer for the past three years and have consistently scored significantly higher than company average on leadership/people management via GLINT (employee culture survey)

Director of Marketing – Legacy Brands and CPG, Hormel Foods Corp.: Austin, MN 11/15 – 2/19

- Accountable for a portfolio of retail brands that generated over \$720 million in net sales and \$150 million in gross profit
- Managed team of 7 talented marketing professionals
- Transformed the HORMEL® BLACK LABEL® brand through strategic price management, brand repositioning and innovation taking the brand from one of the lowest margin contributors in the Meat Products Division to the second highest margin contributor
- Developed and pioneered our company's first B2C test with the CUREMASTER RESERVE® on-line storefront for premium holiday hams

General Manager of Precept Foods, LLC and Director of Marketing for Fresh and Value-Added Meats, Hormel Foods Corp.: Austin, MN 04/12 – 10/15

- Accountable for \$821MM in net sales and \$102MM in gross margin
- Managed Precept Foods, LLC, a joint venture between Hormel Foods and Cargill Meat Solutions, and report directly to the Board of Directors of Precept Foods
- Developed and launched the first-to-market exact weight case ready beef program for a large national retailer
- Inspired and led a team of passionate brand managers that manage the complex fresh meat supply chain ranging from commodity to value-added fresh product lines
- Developed and executed strategy to obtain a new customer that increased overall business volume by 15% in 2013
- Led transformation of the Fresh Meats Division from a customer-centric model to a consumer-centric model through the strategic execution of consumer research and new product development

- Led the complex process of Joint Venture Dissolution in 2015

Group Brand Manager– Supply Chain & High Value Brands, Hormel Foods Corp.; Austin, MN 07/09 – 04/12

- Accountable for \$600MM in net sales, \$90MM in gross margin, and \$130MM in advertising and trade promotion
- Devised and executed pricing, positioning, and promotion support strategy that was integral in transforming the business unit’s #1 priority, **HORMEL® NATURAL CHOICE®** line of lunchmeats, to the #3 market share position in the category
- Developed vision and revitalized iconic **HORMEL® CURE|81®** brand through product reformulation, product re-positioning and new product development. Achieved the seven-year volume and profit goal in only two years.
- Led a team of five brand managers and supervised the management of brand P&L, product pricing, product production, risk mitigation, hedging, new product development, trade promotions, and consumer communications
- Responsible for \$40MM in Divisional media and advertising and served as annual planning coordinator

Senior Brand Manager – Supply Chain Brands, Hormel Foods Corp.; Austin, MN 03/05 – 06/09

Brand Manager – Meat Products, Hormel Foods Corporation; Austin, MN 12/03 – 3/05

Brand Manager – Grocery Products, Hormel Foods Corporation; Austin, MN 11/02 - 12/03

Associate Brand Manager, Hormel Foods Corporation; Austin, MN 5/01 – 11/02

Customer Account Executive, Hormel Foods Corporation; Bentonville, AR 9/00 – 5/01

Category Management Specialist, Hormel Foods Corporation; Bentonville, AR 7/98 – 9/00

Education

Indiana University Kelley School of Business: Bloomington, IN February 2015
Masters of Business Administration (MBA)

Purdue University: West Lafayette, IN August 2014
Masters of Science degree (M.S.): Food and Agribusiness

Purdue University: West Lafayette, IN May 1995
Bachelor of Science degree (B.S.): Agricultural Economics

Accomplishments

CSP Magazine Best New Products – Nuts (2023)	Purdue MBA Capstone Project Champion
Foodservice <i>Brains</i> Award Winner (2022)	Wal-Mart Supplier of the Year (2X)
Best of the Best Corporate Champion (2011)	Chairman’s Inner Circle Winner