

Abe Lloyd

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Consulting • Category Management • Sales & Marketing • Six Sigma • Team Leadership

Experienced consultant, sales, marketing, and category management with 20 years of retail sales experience with a Fortune 50 company. Entrepreneurial minded with exceptional skills in team leadership, sales, presentations, vendor relationships, P&L worksheets, negotiations, and profitability. Proficient in project management, marketing, merchandising, procurement, and process improvement.

PROFESSIONAL EXPERIENCE

Smithfield – Farmland, Boise, ID

2014-Present

World's largest pork producer in both packaged and fresh products across multiple brands.

Pacific Northwest Regional Sales Manager

- Responsible for all packaged pork sales in the upper Western U.S.
- Trained and managed 3 broker sales offices for all independent retail accounts & other independent retail accounts and retailers.
- Within the first year exceeded total lb commitment by 15% by adding new distribution and promotions
- Exceeded percent of Farmland branded packaged sales to total pork sales

Radian, Minneapolis, MN

2010-2013

Established consulting firm for CPG firms and national retailers across the US

Consultant - Director

- Extensive Project Management
- Controlling all Operations for total company
- Responsible for leadership of +455 contractors and employees
- Developed key business initiatives around Category Business Planning, Loyalty Card Data, Customer Segmentation, and Training for CPG and Manufacturing organizations

Supervalu Inc, Boise, Idaho

2008-2010

The second largest, Fortune 50, traditional food retailer in the United States with over \$40 billion in Sales

Manager of Shrink

- Lowered shrink by .50% or \$53M to achieve the lowest shrink percent in the company, operating 200+ stores
- Designed and built Sales & Margin Tools for Fresh and Center Store departments
 - Lowered shrink to record low amounts by 2.5% in Service Deli or \$2.7M
 - Lowered shrink in Bakery to record low amounts by 3.25% or \$1.6M
- Trained and coached 31 Operation Specialists in gross margin, days' supply of inventory, purchasing habits, identifying shrink, and solutions for eliminating shrink

Certified Six Sigma Black Belt

- Completed formal Six Sigma Black Belt training and certification
- Provided \$700K in net benefits to the bottom line in General Merchandise
- Completed sales initiative projects in Meat Deli and General Merchandise
- Led team projects with all functions of the business including Advertising, Marketing, Merchandising, Retail Operations, and Corporate
- Created and reported trends in sales, competitor data, case studies, and analysis using sigma flow and mini tab

Assistant Fresh Category Manager

- Implement pricing strategies in Service Deli for the Intermountain West Division
- Successfully built and implemented Sales initiatives within the division such as meal center case schematics, pricing, and sourcing with manufacturers
- Write print advertising based on vendor funds, category strategies, and financial obligations.
- Implemented and tested corporate initiatives such as Meal Pods for Deli 2011, Meals at Home, and Sara Lee corporate initiative

Daymon Worldwide Inc, Boise, Idaho**2007-2008**

One of the largest Sales and Marketing private label Brokerage Companies in the world operating in 22 countries

Lead Business Manager

- Successfully manage, build, implement, and plan private label strategies over several of product lines for Supervalu Inc's Northwestern region of the United States
- Implement promotional, pricing, and strategic initiatives in the division
- Introduced four new Mega Brands in Supervalu's legacy Albertsons Intermountain West division worth \$153M in annual sales
- Presented and sold 112 Shoppers Value Branded items out of 153 available items to Supervalu
- Negotiated best cost strategies in mega brands across all retail lines with manufacturers and vendors on behalf of Supervalu

ALBERTSONS Inc, Boise, Idaho**1992-2007**

Second largest grocery retailer in the country with \$34B in yearly sales revenue

Corporate Fresh Category Manager (2006-2007)

- Successfully managed 12 different category lines that generate \$350M in annual sales by negotiating vendor contracts, performing category reviews, and building promotions
- Increased sales in Meat Deli by 12% in one year's time, by allocating trade funds and building corporate promotions for divisions across the company
- Generated an additional \$1.3M by creating and implementing a new every day low price strategy, which applies trade funds to base retails
- Communicated and worked consistently with marketing, consumer research, vendor community, and advertising to design and implement global promotional strategies

Senior Strategic Pricing Analyst (2005-2006)

- Generated \$15M in additional sales in one year's time by analyzing, proposing, and implementing pricing strategies using price optimization software for two divisions in Albertson's
- Created and managed a business process map, which identifies necessary steps taken for implementing pricing in Albertsons divisions
- Created and reported competitor pricing trends, patterns, and studies for 240+ stores

Store Director (1999-2005)

- Successfully restructured two non-performing stores from losing \$220K a quarter into making \$125K a quarter in six months time
- Responsible for leadership of 140 personnel and a \$22M revenue budget
- Managed monthly inventories, audits, and food safety standards in nine store locations along with maintaining records and documentation for accurate reporting
- Responsible for Profit & Loss for the entire store along with budgets for labor, sales, gross margin, and expenses

Albertsons Store Management (1990-2005)

- Product replenishment – ordering, stocking, training
- Expert in dairy foods – Ordering, identifying shrink, training
- Expert in Frozen Foods – Ordering and Stocking
- Front End Operations – Leadership, 43 direct reports, scheduling

EDUCATION

University of Phoenix, BS Business Management

PROFESSIONAL DEVELOPMENT

Certified Six Sigma Black Belt
Project Management, Albertsons & Radian
Building Business Process Manuals
Watershed Negotiations Graduate

TECHNICAL SKILLS

Power Excel User
Proficient in Microsoft Office
Proficient in Mini-Tab
Proficient in Sigma Flow