

Rich von Biberstein

rich_vonbiberstein@yahoo.com

770.500.6285

<http://www.linkedin.com/in/richvonbiberstein>

Business Development; Sales Management; Sales Analytics

Passion, Purpose, Profit

Results-oriented Business Development, Sales and Sales Information professional with 18 years experience in the consumer product goods industry (CPG). Demonstrated expertise in business development, national account management, business intelligence, fact-based selling, category management analysis, strategic planning and people management. Multi-channel experience in grocery, specialty grocery, specialty gift, department store, hospitality, catalog, e-commerce, foodservice and pharmacy. Consistent track record of exceeding volume objectives and developing new sales programs focused on incremental volume growth. ***My passion is utilizing my comprehensive skill set to identify opportunities, acquire and grow new business, execute with excellence and creating sustained business relationships.***

Business Development	Sales Management	Business Intelligence	Strategic Planning	Leadership
<ul style="list-style-type: none"> Analyze Opportunities Clarity of Purpose Customer Focus Hunter Presentations 	<ul style="list-style-type: none"> Director of Sales Goal Setting Implementing People Management ROI 	<ul style="list-style-type: none"> Consumer Insights Fact-based Sales New Item Opportunities Promo Effectiveness Syndicated Data Expert 	<ul style="list-style-type: none"> Planning/Forecasting Project Management Six Sigma Green Belt Trade Marketing Vision/Goal Setting 	<ul style="list-style-type: none"> Coaching Strong Communicator Innovative Solutions Relationship Building Win-Win Scenarios

Target Market :

Geographic Area: Atlanta Metro, North Carolina, Southeast. Willing to travel extensively.
 Types of Industry: CPG Food/Beverage/Specialty, CPG Non-Food, Business Intelligence/Sales Analytics, Consulting
 Culture: Team Oriented / Collaborative/ Innovative/Ethical

Target Companies:

Food	Beverage	Non-Food	Consulting	Admired Groups
<ul style="list-style-type: none"> Annie's Natural Blue Bell Creameries Campbell Soup General Mills Hershey Chocolate Kellogg's/Kashi Kind Snacks Mars Naturally Fresh Natures Path Nestle Foods Neuhaus Chocolate Newmans Own Oregon Ice Cream Co. Stonyfield Farms TCHO Chocolate Theo Chocolate Unilever 	<ul style="list-style-type: none"> Anheuser Busch Coca-Cola DS Waters E + J Gallo Hint Water Miller Coors Naked Juice Odwalla Peet's Coffee Pepsico Red Bull Sunny Delight Sweetwater Brewing 	<ul style="list-style-type: none"> 3M Americold Clorox/Burt's Bees Coleman Company Georgia Pacific Glaxo Smith Kline JA Henckels International Hasbro Johnnie-O Johnson & Johnson Kimberly Clark LEGO Mattel Merial Mizuno Newell Rubbermaid Nike Proctor & Gamble Rain Bird Rawlings Reckitt Benckiser Schleich Toys Under Armour 	<ul style="list-style-type: none"> AC Nielsen Accenture Blackbaud Care Logistics Clarkston Consulting Dunnhumby Hitachi Consulting Kurt Salmon Market Force McKinsey & Company North Highland SAGE Software SAS SPINS SymphonyIRI The Hackett Group Venadar 	<ul style="list-style-type: none"> AMEX Atlanta Falcons Chick-Fil-A CHOA Costco GE Energy Jackson Healthcare Lowes LPGA Medtronic Microsoft Nikon North Face Patagonia Pfizer REI Research Triangle Inst. Timberland Topps