

JEFF FAFLIK

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SKILLS

- Consistently Exceed Sales Goals
- Budgeting and Sales Forecasting
- Broker Management
- Relationship Building
- LLO/National, Multi-Unit Relationships
- Personal Growth and Learning
- Passion to win
- Food and beverage service
- Foodservice
- Negotiate sales
- Service accounts
- Promote sales
- Prepare sales presentations
- Sales negotiations
- Profit and loss
- Sales coaching
- Microsoft Office
- Sales closing

PROFESSIONAL EXPERIENCE

DIRECTOR OF FOOD SERVICE SALES

Miller Baking Co
Milwaukee, Wisconsin
October 2016 - May 2020

- Manage all aspects of food service sales and marketing nationally.
- Primary focus was developing and executing an annual strategic sales plan to grow the Companies brand within targeted segments.
- Manage an innovative ideal customer screening process that identifies and aligns the optimal customer, distributor and broker partnerships within existing manufacturing capabilities and profit targets.
- Recruited and expanded a network of regional and national brokers.
- Lead a significant expansion of the Company's Tier I/II/III distributor base by aggressively building a base of regional chain, national chain and LLO accounts to drive critical mass and generate significant pull-through.

KPI's - Sales: - 132% sales growth

- 2016 sales \$5,250,000
- 2017 sales \$7,050,000 (+34%)
- 2018 sales \$10,100,000 (+43%)
- 2019 sales \$12,200,000 (+21%)

KPI's - Strategic Management Accomplishments:

- Exceeded company sales growth forecast every quarter since joining company.
- Developed renewed interest in the brand while forming a strategic partnership with GFS nationally - Grew sales from \$2m to \$5.1m - Established new national distribution in several GFS distribution centers.
- Developed strategic growth plan with Sysco Foods leveraging distribution shipping lanes through European Imports - Grew sales from \$200,000 to \$2.2m.
- Established/cultivated many local partnerships with all major wholesalers, Tier II & III distributors.
- Strategically established new shipping lanes across the U.S. resulting in increased freight efficiencies.
- Reinvigorated Midwest broker relationship and established new brokerage partnerships in the Northeast, Mid-Atlantic & South East
- Developed a custom Broker Scorecard tool to track activity and drive accountability for measurable results.
- Implemented numerous pricing and promotional control programs.
- Managed detailed annual budgeting and forecasting process.

REGIONAL VP

Safe Harbor Marinas
Dallas, Texas
October 2015 - October 2016

- Managed total operations of seven full-service marinas within the corporate portfolio.
- Developed financial budgets, staffing, marketing, lease agreements and customer service initiatives.
- Worked closely with national, state and local public officials to meet legal compliances.
- Implemented strategic marketing campaigns to maximize each marina individual growth potential.
- Key Accomplishments:
- Successfully managed \$10M in capital improvement funds to improve property occupancy.
- Reorganized staffing to promote efficient property management.
- Implemented new service department management structure to promote efficient billable profitability.

PROFILE

Experienced, highly customer-focused sales professional with over two decades of demonstrated success as a relationship builder and servant leader. Proven track record of meeting or exceeding sales goals and personal performance objectives across a variety of branded and private label commodities and value-added products. Trusted business partner and advisor to senior executives, broker and distributor partners, customers and co-workers that combines outstanding communication skills with the ability to leverage data to build fact-based business cases. As a sales leader a great badge of honor is reflected in the achievements of those one leads.

REGIONAL SALES MANAGER

CLEAR SPRINGS FOODS

Buhl, Idaho

March 2015 - October 2015

- Lead companies' sales efforts for world's largest producer of rainbow trout, specific to the mid-west region of the United States.
- Engaged complete effort to cultivate sales relationships "in the funnel and out of funnel" business with fresh and frozen seafood broad liners and mid-major wholesalers.
- Increased sales with positive profit margin consistent with company expectations.
- Engaged with senior leaders in the overall direction of the company.
- Key Accomplishments:
- Opened fresh seafood distributors in Cleveland, Detroit and Chicago markets.
- Expanded the Gordon Foods relationship by placing a new item for all 170+ Gordon Stores nationally.

REGIONAL SALES MANAGER

COSTANZO'S BAKERY

Buffalo, New York

January 2009 - March 2015

- Managed company sales efforts for a premium Bread Manufacturer specific to the Mid-West region of the United States.
- Pioneered the undeveloped Midwest region by expanding the Costanzo's distribution footprint and brand.
- Develop a network of regional and national customer relationships and broker partnerships; all customer centric to produce profitable sales growth.
- Focus on customer needs and produce on trend solutions that provide successful business outcomes and relationships.
- Engage with senior leadership on the company's overall focus and future direction.
- Key Accomplishments:
- Sales Increase from \$250k to \$4 million.
- Opened multiple wholesale distribution centers such as Sysco, Gordon Foods, US Foods, Unipro members, And many Mid-Major distributors.
- Managed relationships with multiple national & regional brokers

MARKETING ASSOCIATE

SYSCO Food Service

Cleveland, Ohio

May 1998 - December 2008

- Responsible for developing marketing areas selling food related product as a wholesaler to restaurants, caterers, hotels, vending companies.
- Key Accomplishments:
- Ranked in top 10 in sales & profit growth.
- Presidents Club honors fiscal year 2007 (29% sales growth / 23% profit).
- Sales growth 10 consecutive years.

OTHER RELATED SALES POSITIONS

1994 - 1998

Kelble Brothers Meats

O.E. Meyer Co

EDUCATION

BACHELOR OF ARTS: HOTEL, RESTAURANT & INSTITUTIONAL MANAGEMENT

Mercyhurst College

Erie, PA

Selling Skills 1st & 2nd Phase, Sysco Corporate Sysco Corporate advanced Marketing Training Full Athletic Scholarship, Men's Basketball, Mercyhurst College