

CHERIE GALPER LEADERSHIP IN PRODUCE SALES

Strategic Planning | Customer Recruitment | Service to Growers | FMCG Sales Management | Customer Development & Service | Business Planning | Import

A&A Organic Farms (5.5 yrs.) + Wholesum Family Farms (8 yrs.) + Veg-Fresh Farms (present)

Strong sales leader dedicated to team goal achievement and business success for over 25 years. Creates excellent customer relationships, known for going the extra mile and developing customer loyalty and trust. A natural relationship-builder with outstanding communication and interpersonal skills, coupled with exceptional customer service and management skills. Offers a proven track record of driving profitability and sales growth throughout career, with thorough knowledge of selling within the organic produce industry. As a manager, responds to problems constructively and promptly, maintaining a high level of self-accountability and integrity as a trusted and effective company representative.

KEY AREAS OF CONTRIBUTION

SALES, BUSINESS DEVELOPMENT and TEAM MANAGEMENT

- **Persistent and determined sales pro**, enjoys the challenge of pursuing and acquiring “difficult” customers and introducing products into new markets, with a current emphasis on organic produce.
- **Self-starter** with a proven ability to cold call, secure new customers, and develop lucrative new business.
- **Outstanding communication skills**; offers engaging, informed customer interactions and presentations.
- **Focused on understanding customers’ needs** and providing solutions that benefit all parties.
- **Utilizes all sales tools possible** to enable a more efficient supply chain from farm to table.
- **Establishes senior level contacts**, wins and manages new customers of strategic importance.
- **Becomes a partner with each customer**; works together to grow their business using a consultative approach.

PROFESSIONAL SKILLS

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|----------------------------------|---------------------------------|--|
| ✓ Product Sourcing | ✓ Key Account Management | ✓ Sales Operations |
| ✓ Pricing | ✓ Brokering | ✓ Team Building |
| ✓ Forecasting | ✓ B2B | ✓ Analysis |
| ✓ Inventory Management | ✓ Product Development | ✓ AP / AR |
| ✓ Supply Chain Management | ✓ International Sales | ✓ Organic Berry & Mixed Veg Sales |
| ✓ Logistics | ✓ Agribusiness | ✓ Imported Specialty Fruit & Veg |

PROFESSIONAL EXPERIENCE

VEG-FRESH FARMS, LLC – Watsonville, CA

Nov 2018 – Present

National Sales Manager

- Hired to develop the organic tomato program (“Good Life” label) with a grower in Mexico.
- Sold conventional and organic produce, ensuring superior customer service and consistent high-quality product.
- Took initiative to leverage long-standing relationships with retailers and wholesalers to develop new business.
- Communicated regularly with growers to convey market conditions and opportunities for growth.
- Worked closely with cross-functional teams to provide fresh, on-time deliveries to regional and national chains.
- Developed new leads to expand sales; helped maintain and grow established customer base.
- Collaborated with sales team on strategy and program planning and implementation.

National Sales Representative

- Focused on strategic planning, customer recruitment, customer development, outstanding customer service, internal controls on purchasing, and account management details.
- Key member of a successful sales team, selling organic produce to retail stores and wholesalers nationwide.
- Introduced organics into new markets and was a strong advocate of organic produce availability for everyone.
- Actively participated with growers in different parts of Mexico and Amado, AZ, speaking with them weekly and keeping them well informed of market conditions and opportunities for growth.
- Actively worked to source new growers in California in order to fill missing gaps needed for year-round production for one of Wholesum's largest customers: Costco.
- Worked diligently to position the company nationally for profitable growth by winning and managing new customers of strategic importance and improving existing client base.

A&A ORGANIC FARMS, INC. (Organic Farm & Brokerage House) – Watsonville, CA

2006 – 2011

Sales Agent

- Hired to help revitalize sales department in implementing and directing several new operations, systems and programs.
- Worked side by side with company president and sales team to build an excellent customer base, ultimately driving increased sales.
- Tracked daily national market, oversaw customer relationships, booked transportation, and conducted account collections.
- Established and maintained quality customer accounts within first year significantly increasing overall profits.
- Trained existing staff on a better read of markets and pricing fruit appropriately to yield highest margins.
- Systemized buying for retailers and ensured high quality sales strategies for company with a variety of high-end supermarket chains.
- Conducted outbound cold calls for new customers.

A-1 AUTO TRANSPORT, INC. – Watsonville, CA & Carson City, NV

2002 – 2006

Sales Agent (for one of the largest US-based worldwide auto shippers)

- Vital member of a driven sales team: delivered upward of \$10 Million per year on gross sales.
- Developed and oversaw personal marketing plan for annual sales strategy.
- Accountable for ensuring company remained the #1 choice for both customer and B2B markets.
- Results driven by consistent efforts in protecting and maintaining large customer base through building excellent business relations.
- Acquired and brought in several new customer accounts.
- Directly assisted management in maximizing sales volume.
- Supervised 15+ office employees.

EDUCATION: AA, General Business - Cabrillo College, Aptos, CA

PROFESSIONAL ACTIVITIES: Women's Fresh Perspectives Conferences and PMA Workshops

PRODUCTS: Organic and Conventional Veg, Fair Trade, Mangos, Berries, Melons, Lemons, Limes, Oranges, Apples, Table Grapes, Pineapples, Tomatoes, All Stone Fruits, Squash, Bell Peppers, Cucumbers, Broccoli, Hard Squash, Corn, String Beans, Brussels Sprouts, Avocados, Artichokes, Leaf Items, Garlic, Ginger, Dates, and more!

CUSTOMERS: Costco, Jewel, Safeway, Albertsons, Charlies, Veg-Fresh, Organically Grown Company, Mothers Market, WinCo, Raley's, Del Cabo, Huron, Sun Valley, and more.

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