

Neil D. Meshorer

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SUMMARY

- Highly qualified, results-oriented professional with over 12+ years of experience in sales, management, and marketing in a highly competitive field working with perishable products
- Effective negotiator with a proven record of new business development, product marketing and strong customer relationships
- Builder of critical cross-functional relationships with executive teams, and other key decision makers
- Producer of tactical business plans and product offerings
- Additional areas of experience includes vendor sourcing and purchasing, freight logistics, database management, quality control, and developing/implementing policies and procedures

BUSINESS EXPERIENCE

WHOLE FOODS MARKET, Austin, TX

Global Perishables Purchasing-Associate Produce and Floral Buyer **6/2016 - 2/2019**

- Organize and execute purchase orders in a timely, accurate, and effective manner
- Support Global Team with purchasing management including shipping, billing, receiving, and problem arrival resolution.
- Secure appropriate dispatch information and coordinate with transportation filling of trucks in order to achieve best possible landed cost
- Utilize negotiation skill and aptitude for category management and sales planning

Global Perishables Purchasing-Logistics Specialist **2/2015 - 6/2016**

- Combine multiple product orders to create loads with simultaneous goals of maintaining temperature compatibility, utilization, and cost while maintaining sustainable routing
- Accurately and effectively use all available business tools and systems
- Communicate load status and loading issues to our regional and GPP business partners clearly and completely
- Assure strong, sustainable relationships with our transportation vendor partners

Produce Team Trainer **5/2014 - 2/2015**

- Green Mission Representative
- Produce Warrior Academy Level 1 and Level 2 completed
- Whole Trade Guarantee course completion and Mini Guides
- Trained and certified in Responsibly Grown tiered rating system
- Knowledgeable in organic standards and practices and seasonality of both fresh Produce and Floral, including product attributes and department operations

GOLDEN STATE BULB GROWERS, Moss Landing, CA **2012 - 2013**

Sales Specialist

- Translated sophisticated business strategies and market intelligence into tactical business plans and product offerings
- Helped company achieve 75% of \$18M sales quota in less than 8 months
- Introduced new, effective sales efforts that focused strongly on business relationships
- Drove sales from the top down at Walmart headquarters

MONTEREY MUSHROOMS INC., Watsonville, CA

2011 - 2012

Sales Analyst

- Supported the western region sales department in attaining monthly and annual sales targets
- Performed as the main link between customers and farms
- Coordinated the sales and shipping of orders to national retail accounts including Whole Foods, Walmart, and Safeway
- Investigated and resolved rejection and shortages
- Accounts Receivable resolutions

MC LELLAN BOTANICALS, Watsonville, CA

2005 - 2010

Sales Manager

- Established sales territories, quotas, and price structures
- Responsible for training of sales staff
- Made customer satisfaction the key goal in my work bringing together the retail and wholesale partners
- Met or exceeded all annual sales goals, including two consecutive years of 35% and 46%
- Developed in cooperation with Trader Joe's, a biodegradable "Eco" pot
- Developed value added lines of containers and wraps to enhance the overall appeal of orchids
- Designed and created an updated sales catalogue, with final cost at 10% under budget

POR LA MAR NURSERY, Santa Barbara, CA

1999 - 2005

Sales Representative

- Developed new business and managed key national accounts, including Kroger, Albertson's, Home Depot and Sav-On, totaling \$3+M in sales
- Developed East Coast clientele adding \$245K in business in the first year of sales

EDUCATION

BACHELOR OF SCIENCE DEGREE, Agricultural Business Management
California State Polytechnic University, Pomona, CA

ASSOCIATE OF ARTS DEGREE, Ornamental Horticulture
Pierce College, Woodland Hills, CA