

Marc Cevallos

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Category Management/ Market Research/ Strategic Planning

Talented, results-producing Business Professional with a proven record of accomplishment in planning and leading comprehensive sales strategies in support of business goals and objectives, expertise in developing new markets, demonstrated success driving growth in targeted markets through implementation of new items and projects. I am adept in communicating with vendors, and co-workers to insure the success of the company.

• Strategic Market Planning	• New Market Penetration
• Executing Merchandising Plans	• Category Research & Analysis
• Negotiating Pricing and Promotional programs	• Team Building & Management

Professional Experience

PRODUCT SUPPORT ADVISOR 2017-Present

SYSCO FOOD SERVICES – Modesto, California

Establish and execute strategy to meet or exceed profitable sales targets supported by effectively managing key category initiatives and assortments in alignment with corporate goals.

Selected Contributions:

- Develop and execute plans to execute and achieve key fiscal metrics-- GP Velocity, earned income programs, GP margins, and realized equities.
- Implemented strategic sales and marketing plans to achieve company sales metric in assigned categories.
- Executed strategy to achieve appropriate inventory levels in meet customer demands and maximize inventory turns.
- Managed compliance and contractual sourcing programs

CATEGORY PLANNER/ADVISOR/ PRODUCE 2014 -2017

SYSCO FOOD SERVICES – Modesto, California

Evaluate products, inventory management, pricing analysis, and vendor promotional programs. Maintain communication with executive management to assure purchasing activities align with business goals.

Selected Contributions:

- Demonstrated an immediate ability to plan and carry out projects, resolve conflicts, coordinate work with others, and interpret policy on my own initiative with minimal supervision.
- Successfully achieving key merchandising metrics and objectives, service level, shrink, sales growth, and DSO.
- Implement strategic marketing plans to increase produce sales

PRODUCT/PROJECT MANAGER– 2012 -2013
CRYSTAL CREAMERY–Modesto, California

Providing- executable information for sales and internal groups that support new item development, current item performance, customer volume, and margin performance. Developed internal reporting, to provide recommendations to management on category and production rationalization. Develop and maintained historical data for bids and costing analysis. Executed and managed the commercialization process of new and existing items.

Selected Contributions:

- Lead the team process to bring our products to market and develop new items.
- Developed and executed a new product review process to establish minimum sales velocity across major product groups.
- Implemented a process to streamline costing and maintain historical with key customers and product channels

CATEGORY MANAGER– 2008-2012
PRODUCE
U.S. FOODS-Livermore, California

Define strategy for sales, and develop, execute, and manage comprehensive sales plan encompassing integrated category initiatives designed to penetrate and grow targeted markets. Communicate with customers, management, internal departments, and vendors to coordinate overall sales/marketing effort in accordance with corporate goals. Plan and carry out regional market research and analysis. Play integral role in product development activities.

Selected Contributions:

- Drove up specific category sales through implementation of new business strategies.
- Increase purchase revenues by negotiating new pricing and promotional programs.
- Implement strategic marketing plans to increase sales

CATEGORY ANALYST-1995-2008
PRODUCE-DAIRY-BEVERAGE-NON-FOODS
SYSCO FOOD SERVICES – Modesto, California

Developed and managed a wide range of categories. Defined and evaluate product marketing, inventory management, pricing analysis, and vendor promotional programs. Maintain communication with executive management to assure purchasing activities align with business goals. Solid leadership's skills to guide top performing purchasing teams.

Selected Contributions:

- Demonstrated immediate talents upon hire and excelled quickly to become recognized by management as key member of the purchasing team.
- Successfully maintained and increased client base by designing and implementing strategic customer-retention projects.
- Implemented new business review programs to gain line item penetration.

Education & Credentials

*Bachelor Science Degree, Finance 1991 California State University– Fresno, Fresno CA
Associate of Arts Degree, Business Administration 1989 Fresno City College-Fresno CA*

Other attributes

Many of my attributes and strong work ethics come from working on my grandfather's ranch harvesting fruits and vegetables. In addition, I worked night shift at Madera Produce to help finance my college education. I am very goal oriented individual and have a can do attitude!