

STEVE POINDEXTER

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SKILLS

- Accomplished leader with vast understanding of the growing, packing, selling and marketing of fresh fruits and vegetables.
- Excellent customer service and interpersonal skills.
- Proven ability to plan, organize and manage fresh agricultural entities.
- Strong track record of execution against strategic objectives.
- Successful history of developing and training sales groups.
- Keen sense for markets and the ability to react swiftly to maximize margins for growers.
- Outstanding retail relationships
- Extensive travel, both nationally and internationally.

PROFESSIONAL EXPERIENCE

MARTORI FARMS SCOTTSDALE, ARIZONA

New Market Development Sept 2018 - Current

PRODUCEPAY

LOS ANGELES, CALIFORNIA

Chief Commercial Officer

Oct. 2016-July 2018

- Increased sales staff from 1 to 16, exceeded highest revenue expectations by 15% while achieving \$1.3 million below budgeted expenses.
- Increased top end sales from \$180 million to \$450 million in one year

NICK ZINKIN REALTY

FRESNO, CALIFORNIA

Realtor

Oct. 2014-Oct. 2016

- Agriculture, Commercial, Residential Sales

Sun Coast Farms

SANTA MARIA,

CALIFORNIA

Dec.2013-Oct. 2014

C.E.O

RAILEX

DELANO, CALIFORNIA

Director of Business Trade Development/National Accounts

2010 - 2013

- Developed and expanded national customer base.
- Implemented all trade show and marketing activity.

CROWN JEWELS MARKETING

FRESNO, CALIFORNIA

Managing Partner

1999 – 2010

- Built strategic alliances with retailers and growers, both nationally and internationally, that resulted in \$150,000,000 annual revenues.
- Developed and managed a book of business that included Wal-Mart, Wegman's, C&S, Assoc. Wholesale, Ahold, Sobeys, Military Produce Group, Safeway, Wakefern, Foodlion, Roundys, and SaveMart, to name a few.
- Directed sales staff of seven on all tree fruit-related functions, including harvest, pricing, movement, and inventories.
- Handled all trade show activities and trade publications, both editorial and advertising.

STEVE POINDEXTER

Resume Page 2

PROFESSIONAL EXPERIENCE CONTINUED

- Developed trade promotions, including display contest, packaging/displays, co promotions with non-produce items, and customer incentive programs.
- Traveled extensively throughout the United States, Canada, Central and South America, Mexico, Spain, Taiwan and South Africa in the attempts to develop new customers, growers, and new product opportunities.

BALLANTINE PRODUCE

Vice President of Sales and Marketing

REEDLEY, CALIFORNIA

1994 – 1999

Built sales staff from scratch to include five sales representatives and two sales assistants.

- Increased sales revenue from \$18,000,000 to over \$70,000,000 in five years.
- Handled all sales and marketing, including developing, new labels, and trade marketing campaigns, including ongoing editorials in industry trade publications.
- Instrumental in improving both packaging and growing areas of quality.

SUN WORLD INTERNATIONAL CALIFORNIA

Vice President of Sales

COACHELLA,

1983 – 1994

- Started as Avocado Coordinator. Responsible for all grower recruitment and coordination of sales staff.
- Promoted to Import Manager. Responsible for imported product and sales.
- Promoted to Food Service Manager. Responsible for developing food service accounts, including seasonal and long-term contracts.
- Promoted to Director of New Market Development. Was responsible for creating new concepts, products, and non-conventional customers for complete product line.
- Promoted to Director of Sales. Duties included managing eighteen salespeople and support staff, directing product flow, and maintaining overall customer satisfaction.
- Promoted to Vice President of Sales. Responsible for all sales, product pricing, and keeping ownership updated on pricing, movement, and trends on a daily basis.
- Oversaw four Category Directors and 22 salespeople in three locations, coordinated with growing departments the trends and needs of sales as it related to customers, including advising on new varieties, sizes and flavors.
- Ensured customer and grower satisfaction.
- Yearly and quarterly budgets to finance with anticipated market values.

ORGANIZATION / COMMITTEE AFFILIATIONS

- PMA – Fresh Summit Committee – Member
- PMA – Technical Advisory Board – Past Member
- United Fresh Fruit and Vegetable – Retail Board – Past Member
- California Avocado Company – Committee Member
- California Strawberry Commission – Committee Member
- USA Judo – Board Member

STEVE POINDEXTER

Resume Page 3

CONSULTING CLIENTS

- BuyProduce.com
- Farm Management Corporation (Mormon Church)
- Wal-Mart

REFERENCES

Bob DiPiazza Consultants

Former VP of Sam's Club
(630) 837-0125

Paul Stuart

Wegman's, Sr. Category Merchant
(585) 233-7133

John Gates

Lancaster Foods, President
(443) 799-0010