

Kellie Starback

3205 Vista del Camino • Marina, California 93933 • 408.427.5811 • kellies78@gmail.com

Work Experience

Awe Sum Organics

Sales Manager

January 2019 – Current

- Play a pro-active role in cultivating the “Awe Sum culture” that attracts and retains high performers to ensure individual performance levels and team performance for the greater good of the Company and our suppliers and customers
- Create a team environment by utilizing open and honest communications, continuous feedback loops and recognition for a job well done as well as to identify opportunities for improvement
- Identify, cultivate, and procure new business sales relationships/opportunities
- Assume ownership of the entire sales team life cycle including hiring, training, supporting and directing
- Conduct and lead regular meetings with Sales Team and relevant departments
- Expand and develop greater communications with key customers
- Develop and implement criteria/metrics to monitor performance of Sales Team as well as performance goals
- Perform employee reviews as directed by corporate policy
- Develop systems and processes to minimize fire drills and ensure consistency proactive behavior

Account Manager

April 2018 – December 2018

- Serve as the primary relationship owner for assigned accounts with responsibility for retention and growth
- Establish strong rapport with the key decision makers and other influencers at each account
- Build relationships with new accounts
- Partner with sales manager and program coordinator in developing a sales plan/program for organic import apple, pear, grape and domestic organic citrus
 - Manage and execute fulfillment of the sales plan
 - Report to customer on the progress of plan, either shortcomings or over pulling
- Collaborate with QC team to manage problem arrivals
- Assist the AR team by researching payment discrepancies

Robinson Fresh

Category Manager, Supply Group

September 2017 – April 2018

Sales

- Create and implement Sales and Marketing plans for berry commodity with Account Managers
- Support Category Sales and Account Managers (as needed) on sales calls
- Jointly create and sign off on sales plans with account manager for all budgeted accounts
- Work with Business Analytics team to determine consumption habits, to make informed decisions
- Total accountability for top line budgeted revenue of berry category for the West region
- Monthly Journals recapping previous month
- Maintain and nurture customer relationships

Supply

- Conduct grower reviews throughout the growing season
- Utilize local/regional programs to plan and sell the crop on a transactional basis
- Manage the transitioning of volume to Brands
- Ensure growers are Food Safety certified
- Maintain, nurture and develop relationships with grower community
- Manage in field quality assurance inspector

Driscoll Strawberry Associates, Inc.

Category Manager

January 2012 – August 2017

- Partner with retail partners to grow Driscoll’s berry category sales (unit movement, revenues, and gross profits) through effective analysis and strategy planning to develop win-win solutions for both Driscoll’s and the customer
- Utilize Nielsen data to analyze and prepare annual and quarterly category plans, with a focus on implementation of agreed upon strategic objectives projects that will increase customer profitability and product movement
- Collaborate with marketing team to design and implement tactical projects that are identified in the respective category plans.

- Such projects may include customized in-store execution and merchandising programs, promotions, store-level implementation of proposed tests
- Work with account representative to identify potential opportunities to both build Brand Driscoll's share of the berry category as well as grow the category itself
- Keep customers informed regarding overall berry category including, but not limited to, opportunity gaps, in-store merchandising recommendations, and procurement opportunities
- Collect and share marketplace and competitive information through analysis of data as well as in-market visits.
- Demand forecasting by commodity for designated accounts both near term and long term
- Maintain and build upon existing relationships with retailers

Retail Sales Representative

March 2011 – December 2011

- Provide excellent customer service to both internal and external customers, with focus on process improvement and teamwork
- Contribute to the growth and development of a full berry patch program by effective planning, selling, executing the plans and measuring within assigned account base
- Demand forecasting by commodity for designated accounts both near term and long term
- Prepare and analyze FOB sales data
- Partner with Category Managers to develop and build customer relationships and accomplish CM plan growth
- Collaborate with the Credit and Collections Coordinator to achieve accounts receivable goal < 1% over 30 days
- Maintain and build upon existing relationships within Kroger account, and develop relationships within other areas of their Organization as well as with other retailers.
- Mentor to Kroger team summer intern
- Primary contact within sales team for when there is a product recall
- Expert user in Web Intelligence, Microsoft Office and familiarity with IRI Nielsen data

Retail Sales Coordinator

April 2007 - March 2011

- Provide excellent customer service to both internal and external customers
- Manage the daily transactional needs for retail team and customers
- Customer call support – assisting or redirecting incoming calls
- Partner with Sales Representative and Category Managers to develop and execute sales/category plans
- Participate and at times called upon to lead the weekly Kroger conference call
- Partner with Sales Representative on demand forecasting
- Interact with Product Business Managers to help achieve customers goals and grow our business
- Build relationships with and key members of Kroger Corporate leadership team and have shown leadership to become one of the primary contacts for Kroger
- Process sales adjustments in a timely manner
- Collaborate with the Credit and Collection coordinator to facilitate the Accounts Receivables process
- Expert user in I-trade and Axapta
- Track and analyze the progress of year to date sales
- Develop and maintain the retail sales SOP handbook

Foodservice Sales Internal Intern

November 2006 – March 2007

- Provide excellent customer service to both internal and external customers
- Support the Foodservice Sales team by assisting in managing the daily transactional needs of customers
- Customer call support – assisting or redirecting incoming calls
- Accurate order/data entry
- Verify shipped orders
- Effectively communicate pricing and crop information with appropriate customers

Market Group Administrative Assistant

January 2003 – November 2006

- Ensure the smooth and efficient operation of the Vice President's office by:
 - Act as a liaison between other Executives, Board Members & other Driscoll's team members
 - Manage an ever-changing calendar
 - Process expense & mileage reports
 - Create reports and analyze pertinent sales data every month
 - Coordinate travel, meetings & social functions
 - Monthly reconciliation of budget performance
- Assist in organization of customer events and trade shows

Education

California Polytechnic State University, San Luis Obispo

Bachelor of Science degree in Agribusiness with a concentration Marketing

June 2002

Training

2017 PMA Womens Conference

2017 Franklin Covey - Speed of Trust

2016 Effective Leadership Skills

2014 PMA Womens Conference

2010 PMA Leadership Symposium

2010 Myers Briggs

2009 Dale Carnegie Class

2008 Leadership Santa Cruz County

2008 Franklin Covey -7 Habits of Highly Effective People