

JOE FELDMAN

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EXPERIENCE

General Manager, June 2018 to present

River Fresh Farms, LLC

Responsibilities include: profit and loss, finance, grower relations, facilities, human resources, personnel, sales, customer relations, purchasing, strategic planning and process improvements.

Year over year sales increase in cases: 30%.

Vice President of Sales and Marketing, 2005-2018

Ocean Mist Farms, Inc.

Responsibilities included: business development, management of 18-member Sales and Marketing Department. Member of corporate Strategic Planning Team. Responsible for overseeing annual marketing and sales plans, employee reviews, promotional ad plans, linking/collaborating marketing efforts with retail partners, broker management, new product launches, category development, sweepstakes, press releases, consumer relations, digital marketing promotions, support our online presence, all social media outlets with analytics and website. Integrated marketing plan for Heirloom Artichokes, achieved national marketing awards.

Vice President of Commodity Sales, 2005

Ocean Mist Farms, Inc.

Responsibilities included business development, management of the Sales Department
Promoted in four months

OCEAN MIST FARMS HIGHLIGHTS

Sales record last fiscal year in cases and dollars. Case increase 8%. 350 million dollars and 22 million cases.

Transformed an underperforming and dysfunctional department.

In twelve years:

- Revenue increased 92%
- Cases increased 34%
 - Our Sales and marketing objectives have been successful to the point that infrastructure cannot support the growth.
- Strategically identified customers
 - Out of our Top 25 customers, twelve were strategic; currently twenty-four are strategic.
- Retention, penetration and acquisition

Most importantly established standards for character within the department.

Have not added to headcount in thirteen years, due to productivity efficiencies.

Sustainable results for the long-haul. Implemented financial disciplines that net a seven-figure impact year after year.

High performance team building. People, values and results oriented leadership. Proven track record of business development. Transformational leadership.

Season & Steam Brussels Sprouts De-commoditization: approximately 20% margin and approximately \$2,000,000 net profit annually. First five years exceeded our ability to supply.

Successful launch of new entity, Ocean Mist Organic. Exceeded strategic sales goal.

Partner and Sales Manager

River Ranch Fresh Foods, Inc.

Responsible for sales of \$200,000,000 and 20,000,000 cases.

Started as Sales Assistant ended as Partner and Sales Manager.

SKILLS/KNOWLEDGE/SELECTED ACHIEVEMENTS

Arbinger Institute Training Course Completion

Center for Creative Leadership Course Completion

Microsoft Word, Power Point and Famous

EDUCATION

Bryant College

Graduated Bachelor of Science in Business Administration