

SCOTT D. TERRY

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PRODUCE INDUSTRY SALES & MARKETING EXECUTIVE

Commodity Management | Business Development | Import/Export | Strategic Planning

Multi-talented industry veteran with a diverse skill set resulting in continued success in market and product development, staffing and team management, budgeting, integrated marketing strategies and direct sales. Efficient, focused and organized executive takes Sales Development to the highest level. A true passion for creating a “product following” and a customer base for growth and evolution. Deep knowledge of domestic and export markets. Experienced manager of Quality Control teams. Highly effective planner and decision-maker seeking a new opportunity to help a company move forward and stay competitive.

AREAS OF EXPERTISE

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|------------------------|----------------------------------|--------------------------------|
| ✓ Product Development | ✓ New Business Development | ✓ Financial Management |
| ✓ Sales Management | ✓ Business Strategy | ✓ Purchasing |
| ✓ Account Management | ✓ Product Launch | ✓ Supply Chain |
| ✓ Business-to-Business | ✓ Marketing Strategy | ✓ Operations Management |
| ✓ Forecasting | ✓ Market Research & Analysis | ✓ Inventory Management |
| ✓ Pricing | ✓ International Business & Trade | ✓ Organizational Effectiveness |
| ✓ Contract Negotiation | ✓ Team Leadership | ✓ Logistics Management |

COMMODITIES: Grapes, tree fruit, melons, asparagus, berries, vegetables, apples, pears, cherries, avocado, and many more.

INTERNATIONAL REGIONS: Peru, Chile, Mexico & various international areas for export sales. **DOMESTIC:** California and Arizona.

NOTABLE ACCOMPLISHMENTS

- **Driving force in the development of Suma fruit into the single largest California apple shipper** in the 1990's as Director of Sales. Managed all export product for Suma with a **total movement of 3.3 million packages** in a single season for direct sales.
- **Created, managed and grew numerous product categories** for shippers and growers by creating efficient plans and implementing the strategies agreed to in order to lead companies to a successful outcome.
- **Developed numerous sales strategies from scratch** and budgets based on company products and target markets with multiple successes.
- Played an instrumental role in the development of a **program for the USDA** resulting in a publication/handbook entitled “**A Business of Details: Exporting High Value U.S. Agricultural Products,**” based on my export model.

QUALIFICATIONS

- Accomplished at building and assisting in the **creation and direction of an integrated marketing company.**
- Always a **leader in the sales office setting** through excellent management style and example.
- **Develops strategic plans** and implements those plans based on the strategic direction of the company in cooperation with staff and management.
- **Set up companies to import fruit from South America,** and set up sales organizations for export sales.
- Spent majority of career as a shipper-based business, specializing in maintaining the supplies to build and control the price.
- **Strong analytical skills** with a keen sense of **markets, customer needs, and trends.**

SUMMARY OF PROFESSIONAL EXPERIENCE

Sales Manager / Owner – Sana Fresh Inc – Fresno, CA 2014 – Present

Manages all aspects of marketing, sales and finance for domestic and import/ export sales of tree fruit, grapes, apples, pears, and citrus.

Sales Manager - NATHEL INTERNATIONAL - Mount Laurel, NJ 2011 – 2012

Handled all aspects of marketing and sales of Peruvian and Chilean tree fruit, grapes, citrus and apples. Set up all office systems and structured outside storage areas, inventory controls and QC.

Commodity Manager – MALENA PRODUCE INC. – Nogales, AZ (Seasonal) 2008 –2016

Manages all aspects of marketing and sales of Mexican grapes.

Sales Manager / Owner – 1 SOURCE MARKETING – Fresno, CA 2002 – 2014

Manages all aspects of marketing, sales and finance for domestic and import sales of tree fruit, grapes, apples, pears, and citrus.

Sales / Commodity Manager - NASH DE CAMP – Visalia, CA 1997 – 2004

Managed domestic and import sales accounts. Managed and sold the importation of all product lines, including tree fruit and grapes from Chile.

Director of Sales & Marketing – SUMA FRUIT INTERNATIONAL – Sanger, CA 1989 – 1997

Managed daily domestic and import sales accounts. Managed entire sales staff of eight sales personnel. Created and implemented marketing plans and strategies including Program Sales. Handled all exporting of domestic tree fruit, grapes, apples and pears. Assisted in the production of USDA Publication “A Business of Details” relating to exporting of high value US agricultural products. Sales volume of over \$100 Million.

Sales/Commodity Manager - RIVERBEND INTERNATIONAL - Sanger, CA 1986 – 1989

Oversaw day to day sales of complete citrus line and avocados from California, Texas, and Arizona, including imported lemons from Argentina. Established 40% sales share of these commodities.

EARLY EXPERIENCE

Sales Positions with Pacific International Marketing (PIM), Gerawan Farming, and Levi Zentner.

EDUCATION

BS, Ag Business Management Marketing
California Polytechnic State University, San Luis Obispo, CA