

DOUG FISHER

Leadership in Sales, Relationship Building, and Strategy

Sales Management | Business Development | Efficiency Creation
Superior Customer Service | Strategic Planning

30-year produce professional possessing the experience and insight to lead and contribute significantly to the development of sales policies and strategies that will ensure the success of an organization.

- **Currently Director of Business Development at Pro*Act.** Has worked in various capacities within the industry, as a shipper, broker, retailer, wholesaler, foodservice operator, distributor, and business owner resulting in a real-world perspective of the many haves, wants, and needs of today's produce buyers and sellers.
- **Initiates and maintains excellent relationships with customers,** always going the extra mile to develop customer loyalty and earn their trust. A natural relationship-builder with polished communication and presentation skills.
- **Confident and comfortable with all levels in an organization** from the field to the C-suite, focused on collaboration and enabling both ownership and employees to succeed and grow.
- **A lifelong learner with a "big picture" perspective** who has worked tenaciously in every role to increase efficiencies and identify and remove roadblocks. Analytically-minded with an ability to solve complex operational issues.
- **Recognized for performance excellence** in sales, negotiation, customer care, business planning and implementation.
- **A consensus builder with a passion for the produce industry,** known for facilitating team work and encouraging collaboration across departments in order to meet goals. Very capable with technology and embraces opportunities when confronted with new programs and systems.

NOTABLE ATTRIBUTES

Offers a positive outlook and attitude that allows the pursuit of new opportunities without being discouraged when challenges are presented.

Dedicated, trustworthy, places high expectations on self and others while supporting and encouraging team members to stretch themselves professionally and personally.

Utilizes advanced systems and tools to create beneficial dashboards, workbooks, tables, and visuals for various departments with actionable data.

Pursues latest trends in technology being introduced into agriculture. Communicates and works well with IT teams and technology vendors. Regularly attends and contributes to Ag Tech events and meetups.

AREAS OF CONTRIBUTION

- **Hands-on Management:** Offers a full-circle understanding of the produce business from the fields and packing operations to boardroom diplomacy and complex negotiations.
- **Sales Success:** Proven ability to aggressively grow profits and expand operations and market opportunities.
- **Leadership:** Confident decision-maker with a strong work ethic, personal accountability and integrity, always looking to help others learn, grow, and succeed in the business.
- **Efficiency:** Strong organizational skills, works to implement and streamline processes to save time and money, leading to a more productive business and higher profits.
- **Customer Focus:** Consistently delivers a high-energy, positive, personalized customer experience.

PROFESSIONAL EXPERIENCE

PRO*ACT – Monterey, CA

2011 – Present

Director of Business Development (Feb 2019-present)

- Responsible for driving growth in package throughput for a network of 80 companies with 100 distribution centers across the US and Canada. Companies range in size from \$25M to more than \$500M in annual sales.
- Annual throughput procured through current office in 2018 exceeded 57M units (1.1M weekly); on track this year to hit 1.15M weekly avg. or 60M annually.
- Supports departments internally and externally by removing roadblocks and leveraging relationships to ensure that all departments are effectively promoting the Pro*Act suite of services to distributor, third party, and supplier partners to achieve targets.
- Performs as liaison for Special Projects, Client Services, Procurement, and Marketing.
- Works with grower/shipper executive teams to identify and resolve challenges and create new opportunities and programs to drive growth issues.
- Key player in development and on-boarding of new distributors. Converted multiple distributors into equity owners of organization. Works directly with principals and executive teams of non-equity and equity partners to develop strategies to increase participation in programs leading to increased annual ROI.
- Oversees contract compliance for Distributor groups. Drives accountability through discussions and reporting with buyers, directors, and procurement staff.
- Identifies, develops, on-boards, and manages relationships with new companies capable of generating revenue through existing and new programs.
- Conducts meetings to encourage transparency and develop strategic programs designed to promote fairness and increase margins for all parties.

Business Development Analyst (Oct 2013-Feb 2019)

- Implemented and used technology to monitor, report, and measure effectiveness of strategies and actions. Leveraged data to identify opportunities and ensure alignment with long term strategic goals.
- Analyzed data and created opportunities that led to internal and external procurement sales growth.
- Created weekly reports for executive team to take action on including contract compliance, alignment between national sales and procurement, tracking progress against company and individual targets.
- Responsible for Distributor engagement. Worked with all departments to ensure that the Distributor group was receiving the necessary support to successfully participate in all programs designed to create a ROI for the Distributor as well as drive revenue to Membership.
- Active role in contract negotiations with suppliers. Participated in meetings with grower/shipper executive teams regarding potential challenges and issues. Created reports to support VP Procurement in contract negotiations.
- Key role in development and organization of content for annual Operations Meeting for 50-60 Ops Managers with goal of improving upon/updating KPI benchmarking reports, creating networking opportunities, and developing new SOP's that are shareable throughout network. Moderator for the event and runs the meeting.

Account Manager (Oct 2011-Oct 2013)

- Processed incoming orders from distributors. Managed contracts and daily market purchases.
- Worked with vendor partners to ensure accuracy at all levels of the ordering process.
- Maintained relationships with supplier base and maintained knowledge of current markets.
- Dispatched trucks and expedited orders. Acted as liaison between distributors and suppliers.

General Manager

- Project Manager on \$3M renovation of 100-year-old historic property. Spent 8 months on complete overhaul of property before assuming role of GM upon completion. Managed all departments totaling 75 employees. Responsibilities included but were not limited to budgeting, all aspects of day to day operations, special events, licensing, HR, scheduling, and marketing.

BOZEMAN PRODUCE COMPANY – Bozeman, MT**1999 –2006****Owner / Founder**

- Built a Wholesale and Retail Produce Market which morphed into a full-scale Foodservice Produce Distributor marketing fresh product from multiple shipping points to restaurants and properties within a 100-mile radius.
- \$1.5-\$2M annual sales with 14 employees. Handled all buying and sales. Sold company in 2006.

CAL WEST PRODUCE ENTERPRISES – Salinas, CA**1997 –2000****Broker**

- Buying broker of fresh fruit & veg from US markets. Sold primarily to Wholesalers and Jobbers in US and Canada.
- Handled produce and freight. Responsible for cold calling and developing new customers as well as assisting with existing customer base.

PACIFIC INTERNATIONAL MARKETING / DYNASTY FARMS – Salinas, CA**1994 –1997****Broker / Salesperson**

- Salesperson at Salinas and Arizona-based grower/shipper with brokerage arm.
- Responsible for growing and developing new business as well as assisting senior broker with existing business.
- Managed troubled product issues and provided support to retail and wholesale customers in the US and Canada.

PATRICK SMALL COMPANY – Salinas, CA**1992 –1994****Broker**

- Buying broker of fresh fruit and vegetables from US markets.

COMPUTER / TECHNOLOGY SKILLS

Advanced Excel skills, Tableau Desktop, Tableau Server, Smartsheet, presentation software (Easel.ly, Prezi, PowerPoint), Adobe Acrobat, and iTrade

COMMODITIES

Most familiar with row crop commodities. Knowledge of most crops grown in California, Arizona, and Mexico. Experience buying and selling specialty items (baby veg, root vegetables, tropical fruits), as well as citrus, apples, melons, onions, and potatoes. **REGIONS:** Western US.

"I am a dedicated and trustworthy person. I take my work very seriously and am committed to getting the job done. I place high expectations of myself and I set the bar high for others all while supporting and encouraging those team members to stretch themselves professionally and personally. I enjoy seeing others succeed and celebrate their wins. I am empathetic and fair, yet understand the need to hold everyone accountable. I believe in coaching and continuing education in the workplace. I am creative and enjoy sorting out complicated problems. I am hands-on and enjoy a challenge." Visit Doug on [LinkedIn](#) to learn more about his background.
