

## DOUG OLSON

### EXECUTIVE MANAGEMENT & ORGANIZATIONAL LEADERSHIP

#### PURCHASING | SALES MANAGEMENT | PRODUCTION | EFFICIENCY CREATION

#### Recognized For Performance Excellence in the Production and Distribution of Fresh Foods

CAREER SUMMARY		
President / Owner	Complete Produce – Monterey, CA	2002 – Dec 2018
General Manager / Manager of Nogales Operations	Sysco Produce /FreshPoint - Salinas, CA	Mar 2000 – Apr 2002
Executive VP, Purchasing	Produce America - Salinas, CA	1986 – 2000
Sales Manager	Surf City Produce Jim Faulkner Co. Inc. Go Western Produce Co. Inc.	1982 – 1986

- **Accomplished leader and lifelong produce professional.** Grew up in the business on a 4<sup>th</sup> generation family farm. Offers 30+ years of experience and an outstanding career of leadership, strong partnerships, and long term relationships with many of the best producers in the industry.
- **Respected, influential decision-maker with broad industry expertise** and technical knowledge. Dedicated to hard work, creating new business, and driving profitable and sustainable growth. Offers a strong customer focus and is tenacious in driving profits, developing great teams, and achieving continuous improvement.
- **Background includes the full life cycle of produce from field to fork**, including growing, harvesting, packing, shipping, sales, distribution, logistics, brokering, and contract purchasing of fresh fruits and vegetables.
- **Well-organized, disciplined executive with a hands-on management style** resulting in numerous achievements in the optimization of systems to create operational efficiencies. Has managed all aspects of the produce business, from staffing and infrastructure, to contracting and daily sales, to cash flow and customer relations.
- **Excellent communication and interpersonal skills;** quickly and clearly connects with customers to earn their business. Works closely with teams to analyze and identify problems, resolve issues, and eliminate roadblocks to success.

#### KEY AREAS OF CONTRIBUTION

- **Uncompromising integrity and business ethics** as a credible leader and company representative.
- **Strong analytical ability** to quickly assimilate a constant flow of complex information and understand the broader strategic/commercial implications.
- **Highly developed problem solving skills** with an ability to identify the big picture and drive down to details in order to create the right strategy to effectively deal with the problem.
- **Excellent track record leading diverse teams** across multiple functions, motivating members by encouraging communication, gathering input, asking for ideas and insights, offering feedback, and demonstrating trust.
- **Promotes continuous training and development;** has a passion for teaching and inspiring individuals and teams to harness their strongest skills; enjoys mentoring and helping people learn, grow and thrive in their roles.

## PROFESSIONAL EXPERIENCE

**COMPLETE PRODUCE** – Monterey, CA

Apr 2002 – Dec 2018

### President / Owner

- Built and operated a successful produce brokerage company that serviced the foodservice sector, with sales ranging from \$18 to \$24 million per year.
- Managed all aspects of the business, from staffing and infrastructure, to contracting and daily sales, to cash flow and customer relations.
- Developed numerous long term relationships with top producers in the industry and leveraged those connections for the benefit of customers.

**SYSCO PRODUCE/FRESHPOINT** – Salinas, CA

Mar 2000 – Apr 2002

### General Manager / Manager of Nogales Operations

- Chosen to lead as General Manager of the merged sales office under a Sysco corporate officer after Sysco acquired Produce America. This office had 70 employees and purchased 65 million cases of produce annually.
- During the first 18 months, improved the efficiency of the Sysco buying group by implementing several programs and processes to optimize business performance and outcomes.
- As the business in Salinas solidified, was reassigned to manage the 2nd year buying office in Nogales and to build that program. Result: Sales doubled vs the previous year.
- Utilized extensive experience building solid supply contracts for end users of agricultural products.
- Leveraged the relationships of both companies with their vendor base to nearly double the incentive plans over the previous year.

**PRODUCE AMERICA** – Salinas, CA

Mar 1986 – Mar 2000

### Executive Vice President, Purchasing

- As one of the founding members, helped the office grow from a staff of 3 to a staff of 32.
- Played a pivotal role in growing sales from 50,000 packages weekly to over 500,000 weekly.
- Managed the daily business of almost every one of FreshPoint's 28 divisions at some point during tenure.
- Held numerous positions including Broker, West Coast Sales Manager, Director of Purchasing, East Coast Sales Manager, and General Manager.
- From 1991 to 1996, personally brokered over 1 million packages per year to FreshPoint divisions.
- As Director of Purchasing, created a supply forecast network of key vendors/largest suppliers to share harvest estimates, gaining an advantage against the volatile supply and demand market. This allowed the office to predict surpluses and deficits in specific commodities and alter buying strategies.
- Negotiated contracts, set up vendor incentive programs, and guided the group's buying power to its most strategic application.
- Developed computer price quote screens that led to advantages in purchasing vs. the market.
- Initiated freight optimization systems and spreadsheets that not only improved the accuracy and speed of buyers but also gave the company a competitive advantage in purchasing.

### EARLY CAREER IN SALES MANAGEMENT

Wholesale Street Sales at Surf City Produce – Santa Cruz, CA (1985 – 1986)

F.O.B. Sales at Jim Faulkner Co. Inc. - Salinas, CA (1984-1985)

F.O.B. Sales at Go Western Produce Co. Inc. – Thermal, CA (1982-1984)

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### EDUCATION

Bachelor of Science, Business Management - California State University, Fresno (1980)

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