

**LOUIS G. ALEX**  
**SENIOR-LEVEL PRODUCE SALES EXECUTIVE**

Outstanding produce professional with **excellent supplier relationships**. A **strong negotiator**, recognized by organic shippers as **one of the most aggressive organic buyers** in the industry. Organized and efficient with **business planning** and **creating reports**. A **valuable asset** to any organization due to extremely **diverse experience** in all facets of the industry. A **strong leader, team motivator and mentor**. Proactive **problem solver** and **decisive manager** always seeking new opportunities to **increase profits and grow business**.

**CAREER HIGHLIGHTS**

- **Developed the Organic Department at Anthony Marano & dramatically increased sales** of organic produce. Started from zero and **reached \$12 million in sales in 1st year**, and **\$60 million** by end of 3rd year.
- **Established lucrative new accounts** for Fresh Innovations Group including restaurants, hotels, schools and hospitals. **Developed sales in excess of \$6 million**.
- **Achieved personal sales exceeding \$12 million** while at Four Seasons Trading Co. handling accounts with terminal market wholesalers and retail chains throughout the U.S.
- **Worked with member retailers to help improve Produce Dept. efficiency** at Allied Grocers. Implemented innovative merchandising strategies & aggressive sales analysis to improve overall profitability & increase sales.
- **Helped increase warehouse profit by 7%** with a purchasing budget of \$20M and **helped member stores increase sales by 9%** (Bozzuto's Wholesale Grocers).
- **Awarded Vendor of the Year** by the Culinary Federation of America, Mid-West Division. (Fresh Innovations).
- **Won Boston Magazine's "Best of Boston"** award for Best Market, as owner of Fresh Louie's Fresh Market.

**PROFESSIONAL EXPERIENCE**

**FRANK'S DISTRIBUTING OF PRODUCE, LLC**– McAllen, Texas Jan 2018 - Present

**BUSINESS DEVELOPMENT MANAGER**

- Drives profitable sales growth through development of a robust pipeline of industry relationships and identification of potential customer opportunities.
- Sales of various varieties of tomatoes, peppers, cucumbers and blueberries, both conventional and organic.
- Successfully acquires new accounts through cold calling, trade shows and face-to-face meetings.

**PEIRONE PRODUCE** – Spokane, WA Dec 2016 – Dec 2018

**HEAD OF ORGANICS**

- Increased the organic category by 20 percent. Brought in numerous new shippers (90% direct vs second-hand) which enabled the company to become much more competitive in the market.
- Worked directly with the retailers with hot buys and very aggressive ads to make them more competitive and increase their organic sales.

**ANTHONY MARANO CO.** – Chicago, IL Dec 2012 - Dec 2016

**HEAD OF ORGANIC PRODUCE DEPARTMENT**

- Responsible for overall success of the department with full P&L accountability.
- Managed 4 team members and implemented retail sales strategies to grow the department.
- Purchased citrus, wet veg., grapes and melon categories.
- Started from "ground zero" and reached \$15 million in sales the first year. Sales at end of 2<sup>nd</sup> year reached \$27 million, \$60 million 3<sup>rd</sup> year with a 23.5 % gross profit margin.

**FRESH INNOVATIONS GROUP** – Grand Blanc, MI

2004 – 2012

**DIRECTOR OF SALES & PURCHASING**

- Purchased and sourced all produce, eggs, and other food service products through aggressive price negotiation.
- Conducted all pricing, followed market trends, and tracked competitors' pricing.
- Established new accounts including restaurants, hotels, schools and hospitals.
- Developed sales in excess of \$6 million. Managed a team of 4 drivers and 3 sales professionals.
- Awarded Vendor of the Year by the American Culinary Federation – Mid-West Division.

**FOUR SEASONS TRADING CO.** – McAllen, TX

1999 – 2004

**FOB SALES ASSOCIATE**

- Performed top-notch F.O.B. sales and category management of fresh produce imported from Mexico.
- Monitored domestic/international market trends for pricing & availability to determine best price for products.
- Managed grower relations and sales of Vidalia onions. Spent several months each season in Vidalia, GA.
- Handled primary accounts with terminal market wholesalers and retail chains throughout the U.S.
- Achieved personal sales exceeding \$12 million.

**FRESH LOUIE'S FRESH MARKET** – Boston, MA

1992 – 1999

**STORE OWNER**

- Purchased/merchandised fresh produce, seafood, meats, gourmet cheeses, grocery items and bakery products.
- Full P&L accountability and managed all inventory control and shrink.
- Managed a small team of associates to achieve impeccable customer service, an immaculate work environment, and an outstanding shopping experience for clients and overall success of the market.
- Won Boston Magazine's "Best of Boston" award for the best market.

**ALLIED GROCERS CO-OP** – Windsor, CT

1985 – 1992

**DIRECTOR OF PRODUCE OPERATIONS**

- Managed a team of buyers and acted as the liaison to the 2100-member retailers.
- Created ad programs for a 3-tier buying group and worked with other buyers to establish weekly pricing.
- Responsible for the P&L of the produce division.
- Worked with member retailers to help improve their produce department efficiency by implementing innovative merchandising strategies and aggressive sales analysis to improve overall profitability and increase sales.
- Started a newsletter to keep retailers apprised of current trends and market conditions.
- Increased retailer sales by 12%, and increased warehouse sales by 12% as well.
- Recognized as the second youngest produce director in the country at that time.

**BOZZUTO'S WHOLESALE GROCERS** – Cheshire, CT

1980 – 1985

**SENIOR PRODUCE BUYER/RETAIL ANALYST**

- Senior F.O.B. buyer of fresh produce from growers around the country based on quality, price and seasonality.
- Arranged transportation for the loads with direct carriers and 3rd party logistics companies.
- Set up promotional programs based on customer requests and product availability.
- Worked with member stores for seasonal merchandising and sales plans to increase sales and profitability as well as profit/loss analysis. Monitored inventory and turns.
- Worked with a purchasing budget of \$20 million and helped increase the warehouse profit by 7%; also helped member stores increase sales by 9%.

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**EDUCATION**

Bachelor of Science in Economics - Boston College, Massachusetts

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