

DAN VEGA

Phone: (615) 483-9779 | **Email:** danevega@comcast.net
Address: 153 Wilshire Drive, White, GA 30184

PROFESSIONAL SUMMARY

Versatile, results-driven, and highly accomplished Sales & Account Management Professional with over 30 years of experience and consistent success in the Produce Industry. Adept at educating clients on company services and products, establishing new accounts, expanding the client base, and ultimately generating higher levels of revenue nationally. Articulate and persuasive, with exceptional communication and customer service skills, able to effectively relate to everyone on any level. Valued by superiors, peers, and clientele for being highly collaborative and interpersonal. Currently seeking a Fresh Produce Sales or Business Development role by demonstrating all acquired skills, abilities, and areas of expertise as follows:

- Fresh Produce Sales
- Account Management
- Product/Service Knowledge
- Pricing/Purchasing
- Supply Chain Management
- Farm Commodities
- Revenue/Market Growth
- Key Relationship Building
- Networking/Prospecting
- Team Collaboration
- Contract Administration
- Fresh Goods Transportation
- Business Development
- Opportunity Identification
- Partner/Client Relations
- Strategic Business Planning
- Ingredient Manufacturing
- Food Safety Inspections

CAREER OVERVIEW

Country Fresh Mushroom Toughkenamon, PA Sep. 2017-Nov. 2018
Director, Produce Sales

- New produce commodity development. Added a new program from ground up that brought over 40,000 packages in sales.
- Grower contract and supply program management.
- Coordination of logistics to meet proper delivery and inventory.
- Sales staff commodity training to facilitate sales and customer account management.

Maglio Companies Glendale, WI Jan. 2012 - Mar. 2017
Director, Multi-Unit

- Responsible for overseeing national accounts management and development of \$11MM in sales and 400K + cases annually while incorporating commodity supply programs for clients.
- Effectively manage re-packer partnerships to improve service levels system-wide, as well as develop programs nationally for food safety, procurement, transportation, and delivery to/from distributors.
- Collaborate with supply chain team to establish and monitor pricing, as well as assist customers with staff training and sales promotion efforts.
- Consistently research and develop new opportunities with customers across the nation, such as restaurants, home delivery, and ingredient manufacturing concepts.

Great Lakes Produce & Marketing Niles, MI Sept. 2010 - Dec. 2011
Broker, Sales & Procurement

- Held accountable for developing, managing, and promoting farm commodities while forecasting and reporting supply availability to customer base.
- Provided support for house accounts, company contracts, and promotional ads.
- Coordinated the transportation of goods, consistently maintained profitability, and maximized customer service/ satisfaction.
- Planned and participated in food safety inspections with third party auditors.

Fresh Link/Pro*Act Monterey, CA
Director, Sales & Procurement

- Administered a tomato re-packer network of member locations nationwide, as well as the procurement of raw product supply for the re-packers network.
- Significantly expanded the grower base across North America.
- Negotiated daily sales and contracts for customer base, to include planning of local, regional and national supply programs.

CAREER OVERVIEW (CONTINUED)

Fresh Point Tomato' Nashville, TN Oct. 2006 - Apr. 2008
Vice President, Marketing

- Oversaw the procurement of specialty items such as berries, avocados, asparagus, etc.
- Successfully implemented programs with foodservice and retail customers.
- Participated in trade shows and promotional meetings, as well as assisted with HR and operations.
- Acquired new business from current and new customers.

Atlanta Tomato, LLC. Forest Park, GA Feb. 2006 - Aug. 2006
Consultant, New Operation

- Consulted a new repack operation on personnel hiring, training, acquisition of new equipment and packing facility, new business expansion and food safety program management.
- Provided production staff training and development to enhance employee performance.

Custom Pak, Inc. Hendersonville, NC 2000 - 2006
General Manager

- Responsible for \$160 million in revenue re-packing operation and 265 employees.
- Improved efficiencies and lowered labor costs to best of three packing plants.
- Expanded the food safety (RACCP) program to obtain an "excellent" rating. (primus Lab®)
- Implemented a recycling program for a \$75,000 savings annually.
- Established 18 consecutive months of growth and profitability in new operation (Richmond, VA).
- Spearheaded the startup of new packing facility (Richmond, VA) including acquisition and construction of packing equipment, hiring and training of all personnel.
- Served as Regional Sales Manager for the Atlanta, GA Satellite Office.

ADDITIONAL EXPERIENCE

Dixon Tom-A-Toe. Atlanta, GA <i>Senior Sales Representative, Southeast Region</i>	1997 -2000
Fresh Express, Inc. Atlanta, GA <i>Production Manager</i>	1994 -1996
Gargiulo, LP. Palmetto, FL <i>Production Manager</i>	1992 -1994
Four Star Tomato, Inc. Ellenton, FL <i>Assistant Plant Manager</i>	1982 -1992

EDUCATION & ADDITIONAL INFORMATION

- University of Florida - HACCP Certification
- Virginia Department of Agriculture - Food Security/Bio-Terrorism Course
- Maria Inmaculada - Diploma
- Bilingual: English & Spanish