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**A Dynamic & Driven CPG Industry Executive with Leadership in Sales -
Strategic Category Growth/Trade Planning - Brand Management - Consumer Insights - Category Management**

Professional Experience

Aunt Fannie's, Portland, OR

May 2019 - Present

Vice President of Sales

- Set overall company sales strategy, selling story, pricing, and trade promotional plans
- Establish shopper marketing & category management through consulting network and create ongoing deliverables
- Expand and manage a growing team of RSMs & Broker Network
- Secure new distribution in retailers across sales channels; +1,200 doors in first 5 months
- Work with financial team on sales forecasting and coordinated reporting tools
- Craft brand and company strategy with executive leadership and Board of Directors

Dr. Schär, Lyndhurst, NJ

November 2016 - May 2019

Director of Sales

- Pioneering new brand launch, Valsoia, a line of Dairy-Free Gelato imported from Italy, developing marketing & sales
- On-board new National Broker; Create, build and maintain strategic partnerships with brokers, retailers and distributors
- Conceptualize and apply sales strategy; Develop and execute promotional programs and activities with key partners
- Manage sales forecasts and budgets; Create and execute marketing including digital, social, advertising, and shopper marketing along with agency

Icelandic Provisions, New York, NY

October 2015 - September 2016

Director of Sales

- Leadership team member focused on business development, strategic planning, and market expansion
- Established sales, trade and shopper strategy leading to 6,270 Points of Distribution and 5% ACV in Grocery within first 6 months; closed first year at ~\$4mm in revenue
- Launched new business at ShopRite, Shaws, Sprouts, Heinen's, Mrs Greens, Key Foods, Amazon Fresh and Ahold while expanding distribution with Target and Whole Foods and maintaining distribution at Wegmans, Safeway, and Harris Teeter
- Developed and implemented sales strategy including pricing, promotion, and trade support as well as customer-specific profitability targets involving negotiation for slotting, spoils and reclamation agreements
- Established Shopper Marketing support, materials and activation while owning relationship with Agency
- On-boarding regional and national brokers for sales support including goals, scorecards, and training
- Instituted S&OP bi-weekly process to review velocities and align on forecast
- Implemented ERP and CRM systems with customizations to support sales, operations, and marketing

Applegate, Bridgewater, NJ

March 2011 - October 2015

National Account Manager, Whole Foods (June 2015 - October 2015)

Sr. Manager Category Management & Business Development (January 2015 - June 2015)

National Account Manager, Trader Joe's (June 2012 - January 2014)

Sales Strategy Manager (March 2011 - January 2015)

- Drove double digit sales and distribution growth at Whole Foods and Trader Joe's; Led distribution and sales growth at Walmart, Target, Kroger, BJ's, Publix, Ahold, and Safeway leading to Category Captaincies and Joint Business Planning relationships
- Awarded Target Category Captain for Health & Wellness, and Target's Partner of Excellence Award supporting Health & Wellness Initiatives & grew sales at Target +151% vs. Objective to become Applegate's 2nd largest retailer
- Synthesized learning, enabling robust and persuasive storytelling which guided strategy and influenced decision-making internally and externally
- Established vision, development and implementation for Category Management and Shopper Marketing
- Develop, negotiate and implement \$8mm Trade Promotion budget, aligned with Shopper Marketing strategy
- Managed 2 Retail Environment Managers and 2 Category Managers
- Product and packaging innovation establishing Club packs, programs for BJ's and Costco
- Support innovation and pricing through competitive market analysis, trends, and syndicated data leading to launch of Dinner Sausages, and price reduction of Breakfast Sausages leading to 40% growth

Colgate-Palmolive, Inc., New York, NY & Morristown, NJ

May 2006 - March 2011

Sr. Category Development Manager, East Region Food (July 2008 - March 2011)

Category Development Manager, Special Markets (May 2006 - July 2008)

- Awarded 2007 & 2011 Star Award for Personal Leadership, and 2004 Hall of Fame at Colgate
- Established first chain-wide multi-cultural Assortment and Planogram for Oral Care at Winn-Dixie
- Category Captaincies included Meijer, Ahold, Giant Eagle, Wegman's, A&P, Duane Reade, DeCA, Nexcom, 7-Eleven
- Joint Business Planning Partnership with Wegman's for Oral Care and Personal Care
- Led team of up to 8 high performing Category Managers and Analysts
- Leadership support in the areas of financial management, monthly ROI review, promotion analysis, category management, KPI reporting, brand strategy, account planning, marketing/business development coordination, and presentations
- Classes of Trade included Grocery, Military, Convenience, Office Supply, Hardware

Spectra Marketing Systems, Inc. Hackensack, NJ, Pawtucket, RI, New York, NY

January 2001 - May 2006

Sr. Client Service, Manager, Colgate-Palmolive (April 2003 - May 2006)

Client Service Manager, Hasbro (January 2002 - April 2003)

Client Service Analyst, Reckitt Benckiser, Pfizer, Unilever, George Weston Bakeries (January 2001 - December 2001)

- Created Spectra Targeting Grid for Children and Grandparents at Hasbro which revolutionized Media Buying and Licensing opportunities
- Multi-Cultural analysis supporting Walmart and Target leading to Strategy & Assortment priorities
- Developed and integrated custom allocation and shelf space tools, recognized by client as a best practice
- Responsible for analyzing SKU rationalization, recommending and validating planograms, developing multi-packs
- Leadership role with HR Council providing professional and personal training opportunities for organization
- Managed staff of 2 employees including On-Site Client Service Manager and Analyst

World Finer Foods, Bloomfield, NJ

June 1997 - January 2001

Marketing Manager, Bahlsen, Jules Destrooper, Gundelsheim, Kavli, Ryvita, Panni, Sylvia's Soul Food, Reese, and Da Vinci Pasta brands

- Successfully introduced 22 new items to Sylvia's Soul Food line, as well as obtained new distribution throughout Northeast
- Responsible for order and product management, Budgets, Forecasting, P&L, Packaging, and Brand-wide Promotions of 30 Sylvia's Ethnic Skin and Hair Care products, as well as over 60 Sylvia's Food SKU's
- Created Point of Purchase Material/Displays, and product reformulation, order purchasing and stock management for over 200 SKU's for the Reese, London Pub, Da Vinci, and El Rio product lines
- Product management, Budgets, Forecasting, P&L, Packaging, Brand-wide Promotions and Relationship Management

Additional Professional Experience

Waco Products, Pine Brook, NJ, Customer Service, 06/1996 - 06/1997

Education

University of Phoenix, Phoenix, AZ, Bachelors in Business Administration, Minor Marketing, May 2002

Certifications and Systems

- JDA Space Planning Certified
 - Nielsen, IRI, SPINS, Walmart Retail Link, Target MerchlQ, Whole Foods Portal, Market 6/84.51°, dunnhumby, EYC, Microsoft Dynamics, NetSuite, Salesforce.com, and Microsoft Office
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Additional Personal Background

- Certified Life Coach
- Certified Yoga Instructor
- Commissioner, Maplewood Historic Preservation Commission
- Council Member, Chatham Community Players