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RESULTS-DRIVEN SALES AND INSIGHTS LEADER

Consumer and Analytical Insights | Deliver Financial Targets

Skilled at developing and executing strategic business plans aligned with company and customer goals. A high-energy, enthusiastic business development leader with demonstrated success at building and maintaining strong relationships with key business partners.

Extensive category management, analytics, consumer insights, sales, and business development experience across large and small organizations, offering a unique set of competencies and skill sets.

- **Analytical and Business Acumen**
- **Process Building and Execution**
- **84.51 Stratum and On Demand**
- **Consumer/Category Growth**
- **Consumer and Category Insights**
- **Team Building and Development**

PROFESSIONAL EXPERIENCE

PERDUE FOODS, Salisbury, MD

2019 – Present

Category and Consumer Insight Lead – Kroger, Albertson's, Aldi, Target, Meijer, Harris Teeter

- Leverage 84.51 Stratum and On Demand and Circana (IRI) syndicated and shopper sites in the development of Kroger 3CM and JBP plans and Albertson's TTT and category reviews. Part of Category First companywide roll out team facilitated by TPG.

TREEHOUSE FOODS, Oak Brook, IL

2016 - 2018

Customer Business Lead – Kroger and Topco

Meals Team lead, worked collaboratively with customer leadership and internal business partners in development of Private Label bids for the pasta, dry dinners, and hot and cold cereal categories.

- Kroger and 84.51 Italian Foods category MAPS review resulting in development of cross category merchandising and promotional programs to drive sales across the store.
- Negotiated and won Topco Hot and Cold Cereal bids accounting for over \$50 million annually.
- Awarded Smart and Final Dry Pasta \$10MM bid, and established TreeHouse as vendor partner.

TOPCO ASSOCIATES, LLC., Elk Grove Village, IL

2014 – 2016

Member Development Lead – SEG, Roundy's, Tops, Spartan, Stater, Hy-Vee and Schnuck's

Team private label development for 8 retailers accounting for \$2.8B in sales.

- Implemented cross category, organic program at key Member, generating \$12 million annually.

DAWN FOOD PRODUCTS, INC., Jackson, MI**2010 – 2012****National Sales Team Lead – Wal-Mart, Publix, Meijer**

Led national CPG sales force representing licensed and branded products in the commercial baking aisle.

- Developed and executed nationwide shipper program, leveraging brokered sales force to place over 5,000 shippers in key selling areas during Resolution season.

KELLOGG COMPANY, Battle Creek, MI**1997 – 2009****Regional Sales Lead**, DSD and Warehouse Sales (2004 – 2009) – Giant Eagle, Spartan Nash, Roundy's

Led regional account teams generating over \$170M in annual sales.

Sales Planning Lead (2002 – 2004)

Created and led DSD Sales Planning department enabling centralized deployment of strategic priorities, selling tools, tracking systems, and training/skills development.

Category Management Lead, Keebler (1997 – 2002)

Field and Corporate Category Management leading the deployment of fact-based selling tools, shopper insights and category management resources to the DSD field sales organization.

ADDITIONAL RELATED EXPERIENCE**THE DIAL CORPORATION**, Lisle, IL**Category Manager, Central Region****DOMINICK'S FINER FOODS, INC.**, Northlake, IL**Category Analyst****INFORMATION RESOURCES, INC.**, Chicago, IL**Account Executive****TECHNICAL SKILLS**

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|---|--------------------------------------|
| - SAP Analysis and Planning | - Miller Heiman Strategic Selling |
| - Microsoft – Word, Excel, PowerPoint | - Nielsen Syndicated, Panel, Spectra |
| - Circana IRI Syndicated and Panel Data | - JDA, Builders and Apollo |
| - 84.51 Stratum and On Demand Certified | - Kroger KPM, BCC and 3CM |
| - LSSBB Certified | |

EDUCATION**Master of Business Administration (MBA)**, Marketing Concentration, Loyola University, Chicago, IL**Bachelor of Science (BS)**, Business Management, Bradley University, Peoria, IL