

GARY J. TURNER

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Senior sales leader with proven success driving enterprise growth through sales consultation and cultivating strategic partnerships. Accelerates sales and delivers multi-million-dollar revenue by penetrating new markets, extending brand awareness, and capturing high-value accounts with specialization in food and beverage space. Builds relationships with executive leaders, key stakeholders, and distribution managers to optimize new business opportunities. Cultivates innovative sales strategies and leads and inspires sales teams to realize corporate vision and maximize revenue recognition across challenging markets.

EDUCATION

Bachelor of Business Administration (BBA) in Marketing
Texas Tech University

COMPETENCIES

Sales & Marketing Strategies - Consultative Sales - Key Account Management - Sales Team Leadership
Sales Pipeline Management - P&L Stewardship - New Business Development - B2B / B2C Sales
Market Trend Analysis - Key Performance Indicators (KPIs) - Corporate Sales Goal Attainment
Revenue Growth - Lead Generation - Sales Team Training & Development

TECHNICAL KNOWLEDGE

Salesforce - Customer Relations Management (CRM) Software - Web-Based Applications - Google Suite
Microsoft Office to include MS Excel, PowerPoint, Outlook, & Word

CURRENT ROLE

Associate Professor of Practice, Marketing Director, Center for Sales Excellence

Texas Tech University, Rawls College of Business (8/2023 to present)

- Using an interactive/experiential approach in the classroom to prepare students for effectiveness in the business world.
- Re-designed the Sales Leadership Group (Student Organization) to build basic Selling Skills improvement.
- Created an Advisory Council that brings funding and support for the purpose of student training and development of practical sales skills in today's workplace.

ADDITIONAL EXPERIENCE

Vice President of Sales

Coveris Group (8/2016 to 3/2017)

- Directed 10 National Account Sales Managers and enterprise sales strategies; accelerated growth delivering \$160M in revenue from international markets spanning US and Canada territories.
- Engaged executive leaders and key stakeholders cementing renewal of Niagara contract generating \$45M in recurring revenue over 3-year period.

Executive Vice President of Sales

Integrated Beverage Group (1/2016 to 7/2016)

- Championed business development roadmap for national account sales driving \$10M in annual revenue with projected 5x growth to eclipse \$50M in 3-5 years.
- Led and mentored cross-functional salesforce consisting of Regional VPs and Regional Account Sales Representatives while maturing partnerships with 40 regional distributors.

Vice President of Operations

ARAMARK Refreshment Services (1/2014 to 9/2015)

- Held P&L responsibilities with strategic oversight of sales, finance, services, route operations, and warehousing; inspired 500-person workforce across 15 locations to high performance delivering \$160M in sales.

- Ignited new business opportunities driving double-digit growth in sales/profitability while adding over 100 micro-markets to corporate portfolio.
- Coached and mentored top talent/emerging leaders deepening corporate bench strength; 6 general managers under supervision promoted during tenure.

EARLY EMPLOYMENT

Pepperidge Farm Division of Campbell Soup Co - 1998 to 2013

Vice President of Sales, Wal-Mart Operations/Team Lead SuperValu (8/2010 to 11/2013)

Customer Vice President, Southwest Region (3/1998 to 7/2010)

- Influenced year-over-year sales productivity acceleration by motivating 7 sales leaders achieving \$300M in Walmart sales along with additional \$35M Supervalu sales.
- Reinvigorated sales performance with 29% increase in revenue delivered from specialized Walmart bakery products while maximizing pallet sales to eclipse \$50M annually.
- Led 37-person executive sales team/account managers in producing \$168M in retail channel sales across saturated southwest region alongside \$275M in Walmart sales operations; garnered #1 ranking in region 3 consecutive years.
- Doubled sales at HEB stores, grew revenue 140% year-over-year, and gained #1 IRI ranked market share; earned multiple sales leadership and performance awards including coveted Campbells Founder Award and Campbells Extraordinary Award 4x.
- Managed relationships and contract agreements with over 400 independent DSD distributors.
- Headed hiring and sales team development for nationwide Walmart Field Operations and southwest region salesforce.

Pepsi Cola - 1982 to 1998

Business Development Manager, Southern California (3/1995 to 2/1998)

Market Development Manager, San Diego (8/1994 to 3/1995)

Market Development Manager, Tennessee/Carolinas (11/1991 to 8/1994)

Regional Sales Manager, East Tennessee (3/1990 to 11/1991)

Regional Sales Manager, Melbourne (FL) (2/1988 to 3/1990)

District Sales Manager/Key Account Manager, North Texas (9/1982 to 2/1988)

- Promoted through sales organization while consistently exceeding corporate business goals and sales objectives; trained, developed, and mentored sales managers ensuring corporate climb of high performing leaders.
- Scaled revenue to exceed \$500M with over \$100M in profits; developed and implemented sales strategy, market analysis, and ROI forecasts while leading team of 21 BD managers to maximize business development opportunities.
- Lead teams ranging from 12 to 21 sales professionals; grew market share 2 points and piloted sales productivity delivering double-digit growth over 3 years.
- Managed \$60M trade budget through CDAs; designed pricing architecture deal creation yielding strategic evaluation of sales/profit (ROI) by customer, promotion, and package mix.
- Delivered 3 consecutive years of AOP achievement in sales, share, and profit growing TN, NC, and SC market share from 19 to 31% while yielding over \$55M in revenue with \$15M profits.
- Led 8 operations managers and 3 depot managers with P&L oversight across 4 locations with 180-person workforce achieving \$30M in sales revenue.
- Exceeded sales and profit AOP 2x in small Florida market growing revenue 42% to reach \$18M.

PERSONAL SKILLS

Strong Business Acumen - Team Leadership - Innovative Problem Solver - Cross-Functional Collaboration
Relationship Building - Key Stakeholder Engagement - Analytical - Detail-Oriented - Organized - Goal-Driven
Expert Verbal, Written, & Interpersonal Communication Skills