

# BEN GALVIN

## CONSUMER PRODUCT PROFESSIONAL

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### OBJECTIVE

A self-motivated professional proficient in multiple business skills including sales, category management, space management, retailer and wholesaler communication and sales execution. Has experience in team environments with a strong work ethic demonstrating an enthusiasm to learn, being proactive and the ability to adapt to a fast-paced environment.

### EXPERIENCE

#### ANHEUSER-BUSCH // SENIOR DIRECTOR OF SALES // DEC 2014 - DEC 2015

National Retail Sales: Circle K Total Corp U.S.

- Served as the team lead managing all sales, programming, promotional activity and customer relationship management for the Circle K Total Corp Chain in the U.S., which consisted of ten (10) independent business units
- Directly managed a team of nine (9) Senior Key Account Managers and one (1) Director within our sales team who were geographical based across the country to manage the respective Circle K Business Units. Indirectly guided a team of seventeen (17) category management personnel, including two (2) directors, dedicated to the Circle K
- Circle K represents Anheuser-Busch's largest small format account and third largest overall chain account with a little over 27MM cases annually, comprising of 4,600 corporate stores and 800 franchise in 46 states. Worked closely with our senior management, legal, regional and national marketing teams in all seven (7) A-B regions.
- Drove execution at retail through building relationships with each management team within the Circle K Business Units and within my own team that were focused on driving profitability at retail, while keeping perspective on foot traffic, rate of sale and days of supply on core packages within the store
- Developed annual programming, execution and roll-out plan on core and high end brands to establish a consistent message at retail for the retailer to execute, A-B team to communicate and consumer to gain awareness
- While on the business, we centralized ourselves into one dedicated sales and category management team, finished 2015 with a positive case trend and maintained a high 58 share of category in complex and competitive environment

#### ANHEUSER-BUSCH // DIRECTOR OF CATEGORY MANAGEMENT // JAN 2013 - DEC 2014

National Retail Sales: Safeway Grocery Team

- Served as the team lead managing all space, analytics and category insights that support the Safeway Beer Category Management Team, which consisted of six (6) dedicated A-B personnel
- Part of the team who managed Safeway Corporation's beer category for their 1,400 stores located in 18 states
- Team's responsibilities included space and assortment management, ad and TPR creation and analysis, as well as the field connections and wholesaler communication back to the centralized corporate Safeway beer team
- Held and maintained Category Advisor/Captainship for Anheuser-Busch on the Safeway account during tenure
- Also helped with the transition into the new Albertson's/Safeway hybrid environment by winning exclusive category captaincy for A-B in all ten (10) new divisional offices and laying the framework for the new A-B CM team

#### ANHEUSER-BUSCH // SENIOR KEY ACCOUNT MANAGER // OCT 2011 - JAN 2013

National Retail Sales: ampm Convenience Store Team

- Managed the sales, marketing and promotions for the ampm chain within the Northern California, Northern Nevada, Oregon and Washington geography that comprised of 1,100 locations

#### ANHEUSER-BUSCH // CATEGORY MANAGER // FEB 2009 - OCT 2011

National Retail Sales: CVS Drug Team

- Managed the CVS business cross functionally with 50 wholesaler teams in California and Nevada to execute and construct CVS mandated and A-B approved strategies, action plans, programs, margin analysis, resets and marketplace reporting. Worked on-site in CVS' regional offices
- Conducted Space and Category analytics through the use of store level syndicated data, market level SPECTRA analysis, Space Planning Plus program tools, wholesaler recommendations and retailer priorities.
- Held and maintained Category Advisor/Captainship for Anheuser-Busch on CVS account during tenure

ANHEUSER-BUSCH // CATEGORY BUSINESS ANALYST // APR 2007 - FEB 2009

National Retail Sales: Safeway Grocery Team

- Objectively contributed to Safeway Account team with consistent, accurate and timely sales, promotional and account management analysis for use within the Field Sales and Category Management Teams.
- Held and maintained Category Advisor/Captainship for Anheuser-Busch on Safeway account during tenure

ANHEUSER-BUSCH // MBA PRACTICUM // SEP 2006 - APR 2007

Business and Wholesaler Development: Imports and Crafts

- Objectively contributed to Safeway Account team with consistent, accurate and timely sales, promotional and account management analysis for use within the Field Sales and Category Management Teams.
- Held and maintained Category Advisor/Captainship for Anheuser-Busch on Safeway account during tenure

## EDUCATION

SAINT LOUIS UNIVERSITY // MASTER OF BUSINESS ADMINISTRATION // MAY 2007

John Cook School of Business // Two-Year Program

Activities/Honors: Member of the Graduate Business Student Association and Graduate Assistant to Accounting Department

VALPARAISO UNIVERSITY // BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION // MAY 2005

Major: Business Management // Minor: Public Relations

Activities/Honors: Four-time Dean's List participant, Division I Baseball Team, Member of Sigma Chi Fraternity

## SKILLS

- Proficient in Microsoft Excel, PowerPoint, Word, IRI Syndicated Data Systems, Ad View, JDA Space Planning Plus and Spectra Panel Data
- Certified Professional Strategic Advisor by the Category Management Association
- Certified White Belt - Six Sigma
- Cicerone Certified and MBAA Stewardship Certified
- JDA Certified Professional Space Planner 8.0