



# MICHAEL ANDERSON

## WHOLESALE ACCOUNT MANAGER

### PROFILE

Accomplished Wholesale Account Manager with an extensive background in B2B sales and account management within the consumer goods industry. Exemplifies a strategic mindset combined with a results-oriented approach to business development. Expertise in cultivating long-term relationships with key stakeholders and leveraging market intelligence to drive sales effectiveness. Proficient in managing complex negotiations and ensuring alignment between client expectations and organizational capabilities.

### EXPERIENCE

#### WHOLESALE ACCOUNT MANAGER

##### Consumer Goods Corp.

2016 - Present

- Directed wholesale strategy for a portfolio of over 100 accounts, leading to a 25% sales growth.
- Initiated and maintained relationships with key buyers to enhance product distribution.
- Conducted quarterly business reviews to assess account performance and strategize improvements.
- Implemented training programs for staff to enhance product knowledge and sales techniques.
- Streamlined order processing systems to enhance efficiency and customer satisfaction.
- Utilized sales analytics tools to forecast demand and manage inventory levels.

#### ACCOUNT MANAGER

##### Wholesale Solutions Ltd.

2014 - 2016

- Oversaw the management of key accounts, focusing on client retention and satisfaction.
- Executed strategic initiatives that resulted in a 40% increase in upselling opportunities.
- Collaborated with marketing teams to develop targeted promotional campaigns.
- Analyzed sales data to identify trends and recommend actionable insights.
- Facilitated product training sessions for clients to enhance their understanding and usage.
- Maintained comprehensive account records to ensure transparency and accountability.

### CONTACT

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### SKILLS

- B2B sales
- Account management
- Negotiation skills
- Customer relationship management
- Sales forecasting
- Team leadership

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

MASTER OF BUSINESS  
ADMINISTRATION, MARKETING,  
BUSINESS UNIVERSITY

### ACHIEVEMENTS

- Secured a major contract that increased market share by 15% in a competitive landscape.
- Recipient of the Sales Excellence Award for outstanding performance in account management.
- Implemented a customer feedback system that improved service ratings by 35%.