



MICHAEL ANDERSON

DIRECTOR OF WHOLESALE OPERATIONS

CONTACT

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SKILLS

- business development
- market expansion
- customer engagement
- data analysis
- team mentoring
- relationship management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, UNIVERSITY OF CALIFORNIA, BERKELEY, 2015

ACHIEVEMENTS

- Achieved 'Best Sales Growth' award in 2021 for outstanding performance.
- Successfully expanded into three new regional markets, increasing sales by \$2M.
- Enhanced customer satisfaction ratings by 40% through service improvements.

PROFILE

Dynamic Wholesale Executive with extensive expertise in business development and market expansion strategies. Proven track record of driving sales growth and establishing a robust distribution network across diverse markets. Adept in leveraging data-driven insights to enhance customer engagement and optimize product offerings. Recognized for cultivating strong partnerships with retailers and suppliers, resulting in increased market share and brand loyalty.

EXPERIENCE

DIRECTOR OF WHOLESALE OPERATIONS

Elite Distribution Services

2016 - Present

- Oversaw wholesale operations, achieving a 30% increase in market penetration.
- Developed strategic partnerships with key retailers, enhancing product visibility.
- Implemented CRM systems to streamline customer interactions and improve service delivery.
- Analyzed sales data to identify growth opportunities in emerging markets.
- Coordinated cross-departmental initiatives to align sales and marketing strategies.
- Conducted regular training sessions to enhance team capabilities and knowledge.

WHOLESALE ACCOUNT MANAGER

National Wholesale Corp.

2014 - 2016

- Managed a portfolio of over 50 retail accounts, driving revenue growth.
- Executed promotional campaigns that increased product sales by 35%.
- Utilized market research to inform product development and inventory decisions.
- Maintained strong relationships with key clients to ensure satisfaction and retention.
- Developed and presented quarterly business reviews to stakeholders.
- Led negotiations for pricing and contract renewals, achieving favorable outcomes.