**Christopher D. Long**

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**PROFESSIONAL EXPERIENCE:**

**Yesway Convenience Stores December 2016 - Present**

**Des Moines, IA**

*Category Manager – Packaged Beverage and Alcohol*

* Excel at key Category Manager core competencies
  + Category strategy development
  + Category planning and assortment optimization
  + Promotion creation and management
  + Analysis of category and promotional performance
  + Cost of goods controls through procurement and negotiation skills
* Acquisitions support
  + Verify margin and sales projection models
  + Conduct site visits prior to the transition
  + Vendor management and set-up
  + On-site execution of merchandising programs and standards during the transition
* Key accomplishments
  + Developed, executed, and launched Yesway’s first private label brand, Yesway Water, projected to deliver over $1MM in revenue for 2018
  + Established merchandising guidelines for displays and signage based on industry best practices and consumer insights
  + Implemented a best-in-class set creation process
  + Year-to-date results – major categories are outperforming their respective market trends

**Anheuser-Busch, Inc. May 2014 – December 2016**

**Des Moines, IA**

*District Manager- Northern Iowa*

* Provide leadership and direction to maximize sales and share growth in the Northern Iowa Territory
* Expertly manage the execution of national and local marketing plans, product distribution, and brand awareness
* Partner with five wholesaler sales teams (Waterloo, West Union, Mason City, Fort Dodge, and Sioux City) to achieve superior execution at retail and to identify sales opportunities in the marketplace
* Coach and motivate wholesaler sales teams in the market and at meetings in order to position AB to win at retail
* Key Results:
  + Led the state of Iowa to increase Anheuser-Busch share +1.15% over the crucial 2016 Memorial Day Holiday
  + Increased Anheuser-Busch volume trends +7.5% in June 2016
  + Grew High End Volume +4.3%, Busch Light +2.2% (#1 brand in Iowa), Stella Artois +19.9%, Ultra +25.2%, Goose IPA +307.2%, and surpassed Midwest Region trends on Bud Light by +0.4% in 2015

**Nov 2012 – April 2014**

**Des Moines, IA**

*Category Analyst (contractor through Envison, LLC.)*

* Advisor to Hy-Vee, the largest Mid-West Supermarket Chain with 239 stores in 8 states, on optimal beer sets using category management fundamentals focusing on the end consumer
* Analyze sales and market data to provide key insights for the Anheuser-Busch National Retail Sales Director and Hy-Vee’s AVP of Wine and Spirits to report state of the business to their respective executive teams
* Partner with key stakeholders to best position Hy-Vee to win in the marketplace
  + Led market walks in key Hy-Vee geographies to better partner local wholesalers with Hy-Vee stores and address beer set opportunities in underperforming locations
  + Facilitated group and one on one training for local space teams in partnership to improve skill levels and create more consistency across the Hy-Vee distributor network
  + Proactively scheduled meetings with Hy-Vee Area Vice Presidents to discuss A-B’s Category Leadership Strategy, how it aligns with Hy-Vee’s business goals, and how to best implement it in their respective stores
  + Created Monthly Wholesaler Scorecard process to routinely inform local wholesalers of their progress versus key A-B Category Leadership objectives
* 2013 Results: +1.5% A-B cubic shelf space increase, Premium Plus Initiative led to +7.6% sales increase

**pcCentral (Scale Faster as of 9/2012) April 2012 – Nov 2012**

**Des Moines, IA**

*Business Development Consultant*

* Scale Faster provides I.T. infrastructure for businesses through Cloud Hosting and Virtual Desktops
* Proven prospecting and selling practices resulted in 10% increase to customer base

**Altria Group Distribution Company Feb 2003 –Feb 2012**

**Philip Morris USA Des Moines, IA**

*Unit Manager 02/2006-02/2012*

* Analyze market specific trends and develop business plan to increase brand share within various product categories
* Train and develop six Territory Sales Managers to manage trade marketing programs across multiple product categories increasing the overall profitability and retention of 700 retail accounts totaling $73 million in annual revenue
* Recruit top talent from major universities within the region to continuously improve and develop the organization
* **SalesEDGE project April 2011-December 2011**
  + Selected by Altria Senior Leadership Team to represent Unit Managers nationally for development of new sales system designed to improve daily call efficiency
  + Created training materials that are continuously used to educate the Field Sales Force of 2500+ people
  + Developed and facilitated training experience for national roll-out of selling application
* **Key Skill Sets/ Experience**
  + Strategy and Planning- created and executed annual sales proposals in order to achieve share growth and meet business objectives, additionally presented results and reviewed strategy with supervisors and directors annually
  + Industry, Competitive and Market Analysis- Used volume, share, and other market information to determine strengths and opportunities, and adjusted strategies accordingly
  + Customer, Product, and Pricing Analysis- Developed selling stories using data based on consumer focus group feedback, key product features, and retail pricing strategies
* **Account Manager for Farner-Bocken Wholesale Feb 2010-July 2010**
* **Account Manager for Git-N-Go Convenience Stores from 2006-2010**

*Sales Development Associate* *02/2005-02/2006*

*Territory Sales Manager 02/2003-02/2005*

**EDUCATION:**

*May 2002* **University of North Texas, Denton, Texas**

*Bachelor of Arts, Major Economics*

**HONORS AND AWARDS:**

*December 2018* **40 under 40 list - Convenience Store Decisions Magazine**

**PROFESSIONAL TRAINING/CERTIFICATIONS:**

*September 2013* **JDA Certified Space Planner**

*January 2014* **CMA Certified Professional Category Analyst**

*January 2015* **Lean Six Sigma Certified White Belt**