

# KELVIN B. HENRY

Plainfield, IL

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## DIRECTOR OF RETAIL SALES AND EXECUTION

Strategic Planning & Execution | Sales Operations | Revenue Growth | Key Accounts | Leadership Development  
Strategic Planning | Data-driven Decision Making | Business Transformation | Sales Strategy | Operational Excellence  
Team Development | Cross-functional Collaboration | Customer Relationship Management (CRM) | Executive Coaching

### SUMMARY

- Extensive CPG & Retail Expertise: Years of experience managing key accounts and driving revenue growth for leading CPG brands (PepsiCo, Nabisco, Procter & Gamble) across multiple regions and retail formats.
- Strategic Account & Shopper Marketing Leader: Developed and executed Joint Business Plans (JBP), QBRs, and annual strategic initiatives, aligning shopper marketing, merchandising, and field execution to exceed sales and revenue targets.
- Omni-Channel & Data-Driven Approach: Leveraged digital retail media platforms, CRM analytics, and performance metrics (Sales Lift, CTRs, ROAS, impressions) to optimize campaigns and inform data-driven decision-making for omni-channel shopper experiences.
- Executive Relationship Management: Partnered with Division SVPs, customer operations, and cross-functional teams to drive alignment on strategic initiatives and field execution.
- Team Leadership & Coaching: Led, coached, and developed high-performing teams of 40+ associates and managers, driving operational excellence, accountability, and measurable performance improvements.
- Operational & Financial Performance: Directed large-scale retail operations, including budget management, POS allocations, in-store execution, and multi-market revenue growth; consistently exceeded sales goals and KPIs.
- Change & Transformation Management: Led strategic change initiatives, cross-functional alignment, and communication across broker, retail, and internal teams to ensure sustained performance and operational efficiency.
- Proven Sales & Negotiation Skills: Extensive experience in customer business management, account planning, and retail execution, making him a strong fit for driving client partnerships and holistic account support.

### EXPERIENCE

**Member of the Maxwell Leadership Team, December 2024 – Present**

**Certified Coach, Trainer, and Speaker**

- Provides leadership development, coaching, and training services based on the teachings and methodologies of John C. Maxwell, a globally recognized leadership expert.
- Leads one-on-one or group coaching to help clients grow personally and professionally using Maxwell's leadership principles, focusing on developing key leadership traits such as influence, communication, decision-making, and emotional intelligence.
- Facilitate leadership training for businesses, schools, nonprofits, and community organizations and customize programs to help teams improve culture, collaboration, and effectiveness.

- Delivers keynote speeches, seminars, and workshops using Maxwell Leadership and leads small group discussions fostering peer learning and accountability.

**[PepsiCo] [Chicago, IL] [10/2019 – 12/2024]**

[Sales Training Manager, Senior Manager of Sales Strategy]

- Lead shopper strategy development and execution across large and small format Tier 1 customers for the Gatorade portfolio in the South Division, driving revenue growth, media effectiveness, and cross-functional alignment through data-driven planning and performance optimization.
- Conducted campaign post-analysis using IRI and performance metrics (Sales Lift, CTRs, ROAS, impressions, etc.) to refine targeting and media efficiency.
- Led Joint Business Planning (JBP) with all Tier 1 customers, aligning strategic shopper initiatives and annual growth objectives. Understand our key strategic customer initiatives by collaborating with the sales leadership of the Gatorade, Quaker, and Juice business units and sales teams, and by providing solutions to the Operations and Sales teams.
- Partnered directly with Albertsons Division SVPs and cross-functional sales leaders (Gatorade, Quaker, Juice) to align customer initiatives with field execution, exceeding revenue targets and execution KPIs.
- Owned Path-to-70 media planning, driving accelerated sales, revenue, and share growth in the Convenience & Gas (C&G) channel. Exceed assigned net revenue targets and execution metrics across the assigned business units, while maintaining an assigned selling budget.
- Lead, coached, and managed a high-performing sales team focused on driving incremental net revenue and in-store execution across Albertsons' divisions, regions, and district operations. Served as a key liaison between customer operations, internal business units, and broker partners to deliver strategic solutions and frontline results.
- Lead change initiatives, strategic planning with the national broker team, and communication alignment between internal teams, retail brokers, and customer operations—ensuring agility and sustained performance within budget.
- Directed daily execution strategy across the Market Optimization Specialist (MOS) team, managing inventory, non-HQ sales, and coordination with broker and retail partners to maximize in-store impact.

**[PepsiCo] [Chicago, IL, AL, AR, TN, MS, LA] [01/2002 – 10/2019]**

[Broker Field Manager, Key Account Manager, Senior Manager, Operations and Sales]

- Responsible for retail execution for Large Format Customers. Drive QTG sales volume in a market exceeding \$90MM. Directly accountable to the coach, lead, motivate, inspire, and manage a sales team to meet or exceed retail KPI's within Louisiana and S. Mississippi markets; also, responsible for managing Reset and POS budget allocations.
- Delivered \$219,000 in incremental net revenue, ranking 6th out of 22 sales teams for performance. Drove a 22% growth in New Order Days (N.O.D.), exceeding performance expectations and boosting customer engagement.
- Successfully achieved operational calls with key customer operations at Winn-Dixie, Rouses, AG-Baton Rouge, and Kroger Delta.
- Coordinated daily sales activities and executed key customer operations for the PepsiCo North America Nutrition division to drive growth across multiple regional accounts. Achieved significant revenue and operational improvements through targeted sales strategies and customer engagement.

- Developed and executed headquarters (HQ) plans, programs, and priorities for the Retail Team in the Little Rock Zone, driving performance across key accounts and ensuring consistent sales growth.
- Lead the development of HQ plans and strategic priorities for the Retail Team, optimizing performance across small and large format accounts in the region.
- Leveraged digital retail media platforms through collaborative campaigns with internal merchandising and marketing teams, supporting omni-channel shopper engagement initiatives.
- Achieved on-plan sales performance, contributing to \$55,000,000 in total sales for the Little Rock Zone.
- Drove key account success through targeted initiatives, improving both small and large format execution and sales outcomes. Supported data-driven decision-making by analyzing shopper behavior, promotional performance, and category insights to inform JBP, QBRs, and annual planning strategies.
- Lead a cross-functional team in the creation and implementation of a Year-1 Sales Associate training curriculum, setting the foundation for professional development.
- Developed strategic performance metrics through 30, 60, 90, 120, 150, and 300-day assessments, ensuring accountability and tracking key behavior development.
- Leveraged CRM and analytics tools to track account performance, forecast revenue, and provide actionable insights to key stakeholders.
- Delivered targeted coaching and development to a team of 40 Sales Associates, resulting in improved sales execution and measurable performance gains.

**Nabisco Biscuit Company | Southeast Louisiana | 10/1996 – 02/2002**

[District Sales Manager; Customer Business Manager]

- Responsible for driving DSD sales and retail execution. Coaching and leading 45 Territory Sales Reps across South Louisiana and South Mississippi: New Orleans, Baton Rouge, Lafayette, McComb, and the Mississippi Gulf Coast.
- Also responsible for making monthly sales calls with 10 Wal-Mart District Managers in the market; additionally, had direct Account Management HQ's responsibility for two local regional customers: Rouse's Supermarket and Associated Grocers – Baton Rouge.

**Pepsi-Cola Company, Orlando, FL**

**06/1991 – 10/1996**

[Route Sales, Territory Sales Manager]

- Responsible for driving DSD sales and retail execution; led and managed 23 Routes (Bulk, On-Premises, and C&G) in the highest profile territory in Florida/South. Georgia Business Unit.
- Began career as a Route Salesman and gained increased levels of responsibility and assignments in Sales Operations.

**Procter & Gamble Distributing Company, Charlotte, NC**

**10/1988 – 06/1991**

[Sales Representative]

- Responsible for 100% retail coverage and penetration in sales territory for the Bar Soap and Household Cleaning Products Division and Package Soap and Detergents Division.

**Captain, United States Air Force, Altus AFB, OK**

**12/1985 – 9/1988**

[Squadron Section Commander]

- Responsible for leading 300 men and women in the 443<sup>rd</sup> Military Airlift Wing Avionics Maintenance Squadron

## **EDUCATION**

- **Master of Arts in Organizational Management** | University of Phoenix | Completed
- **Bachelor of Health Science** | University of Florida | Completed