

JON COHEN

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EXECUTIVE SUMMARY Sales/Marketing/Relationships

Accomplished executive with 20+ years leading results driven sales teams. Ability to leverage skills across multiple categories, functions, and industries (greetings cards/gifts, health & beauty, cosmetics, premium chocolate). Managed annual revenue ranging from \$16MM to over \$700MM. Developed long term strategic relationships with clients (The Kroger Companies, Walgreens, and CVS). Expertise in building annual business plans and marketing plans to drive profitable revenue.

MAJOR STRENGTHS

- Joint Business Planning
- Relationship Management
- Presentation Skills
- Integrated Marketing
- Direct Store Delivery
- Building Shopper Loyalty

PROFESSIONAL EXPERIENCE

SkillPath, Mission, KS

Jan 2021 – June 2021

VP of Sales

Sales leader managing Enterprise Sales and Inside Sales Teams. Portfolio of products include on-site and virtual learning and development training. The team comprised of 16 Sales Representatives and two Sales Managers. Accountable for +\$16MM in annual revenue. Increased Enterprise sales margins from 80% to 85% and increased Inside sales by 153%. Implemented Standardized pricing guidelines to drive profitability.

Russell Stover Chocolate, Kansas City, MO

Jan 2019 – Jan 2021

Director of Sales, Drug Channel

Drove \$113MM of annual gross sales at Walgreens, CVS, and Rite Aid in 2020. Portfolio of every day and seasonal programs including premium chocolate and sugar free segments. Accountable for strategic relationships within each customer's organization, P&L management, trade optimization, product development specific to the drug channel. Management of Walgreens, CVS and Rite Aid sales teams and support functions. Member of Sales Leadership Team within the organization.

Revlon, New York City, NY

Sept 2016 – Dec 2018

Senior Sales Director – Rite Aid

Sales lead managing +\$46MM of annual sales at Rite Aid. Portfolio included Revlon's color cosmetics (nail, face, eye) and beauty tools. Responsible to build and track Rite Aid's Joint Business Plan (JBP), managing \$8MM market development fund including in store promotions, loyalty marketing, social and digital tactics, developed ongoing strategic relationship plan, forecast consumption and gross shipments. Worked with cross functional teams to develop product and merchandising, planograms for the cosmetics wall as well as brand and marketing teams within the corporate office.

Hallmark Cards, Inc., Kansas City, MO

2012–May 2016

National Account Sales Director – Walgreens

Sales lead managing Hallmark's third largest corporate customer with annual retail sales +\$700MM. Responsible to build and track Walgreens Joint Business Plan (JBP), manage \$12MM marketing budget including in store, loyalty, social and digital tactics, develop ongoing strategic relationship plan, lead cross

functional team including program management, communications, analytics, market development and marketing.

- Daily collaboration with Hallmark's retail execution teams (DSD) across all stores.
- Developed and launched strategic plan to exceed \$1B within five years
- Launched \$35MM private label program in 2013, repeating in 2014, 2015 and 2016
- Created and implemented seasonal import gift programs
- Developed \$10MM online photo card business from zero base
- Sold \$2MM ornament program across all stores
- Launched custom loyalty mailers to best shoppers; +11% in redemptions with positive ROI
- Highlighted product and merchandising concepts in Walgreens' flagship locations
- Developed first to market LGBT solution in Walgreens Castro California location
- Exceeded financial revenue goals each year within the assignment
- Converted 8,000 stores to scan based trading in 2012/2013

Hallmark Cards, Inc., Kansas City, MO

2000- 2012

National Account Manager – The Kroger Co's

Sales lead managing Hallmark's largest grocery channel customer with annual retail sales +\$210MM. Responsible to build and track Kroger's Collaborative Business Plan, manage multi-million-dollar marketing budget including in store and loyalty tactics, develop ongoing strategic relationship plan, lead cross functional team including program management, operations, and regional sales managers.

- Daily collaboration with Hallmark's retail execution teams (DSD) across all stores.
- Built long term relationships at General Office, all Kroger divisions and Fred Meyer
- Took over 100% of holiday boxed cards from competition with distribution to all stores
- Negotiated five-year contract extension worth over \$1B in sales
- Developed and recognized for best in class use of Kroger's dunnhumby data
- Increased penetration and share of wallet for best shoppers with loyalty marketing tactics
- Created store within a store department for Kroger's marketplace stores. Leveraged customer research in Kroger's flagship marketplace store (Anderson, OH) to strategically build the marketplace concept.
- Converted all Kroger stores to scan based trading

Hallmark Cards, Inc., Kansas City, MO

1997 - 2000

Regional Account Executive – Giant Foods Inc., Landover, MD

Sales lead for leading regional grocery chain. Managed all sales programs, responsible for category management, marketing efforts, relationship management within Giant's corporate office and field operations.

OTHER RELEVANT EXPERIENCE

Hallmark Cards, Inc.: Retail Operations Manager, Retail Marketing Executive (Kansas City, MO). Progression of field sales functions (Harrisburg, PA), focus on regional grocery retailers.

Standard Register, Inc.: Account Representative (Harrisburg, PA)

AWARDS & RECOGNITION

Hallmark Crown of Excellence – March 2012. Recognition of leadership leveraging shopper insights and sustained retail performance advantage at Kroger. Successfully negotiated 5-year renewal of the Kroger contract.

Hallmark RB Hall Sales Award – 1992, 1998, 2006, 2007, 2010, 2011, 2013, 2014

Standard Register 100 Plus Club

EDUCATION

Bachelor of Science, Marketing Management, Syracuse University