

GAIL BOZEMAN

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SALES OPERATIONS | BUSINESS DEVELOPMENT | PROJECT MANAGEMENT

I strongly consider myself a motivated person who is always interested in facing challenges. A goal-oriented professional with over 10 years of successful experience in project management, business development, B2B and B2C product sales, and overhauling structures to keep operations responsive to changing industry and company demands. Proven expertise in competitive market analysis, contract negotiations, and new product launch and positioning. Expertise in marketing strategies, product promotion, and merchandising to achieve market penetration. Experienced in meeting deadlines, targets, and working under pressure with a high level of awareness and adaptability in fast-paced environments.

EDUCATION

Jones International University

Master of Business Administration (MBA),

Concentration: Project Management and Healthcare Management

Kaplan University

Bachelor of Science in Business Management

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PROFESSIONAL SKILLS

- Problem-solving
- Time management
- Project management
- Vendor management
- Accounts management
- B2B & B2C sales
- Revenue generation
- Customer service expert
- External & internal communication
- Staff training & development
- Report writing & documentation
- Work individually or as a team
- Key performance indicators (KPIs)
- Business relationship building
- Business development
- Territory sales operations
- Market & sales strategies
- Market research
- Product knowledge
- Strategic negotiation
- Consultative sales

Technical Skills: Microsoft Office Suite, CRM, ACT, Peachtree

WORK EXPERIENCE

Senior Retail Sales Execution Specialist

Square Roots

Apr 2022 – Present

- Acquire independent retailers from Chicago and Southern WI markets by prospecting, presenting sales program, and closing new business
- Develop relationships by flawlessly executing high-level merchandising and by engaging all levels of retail management to participate in driving brand awareness and shelf-selling to their customers
- Developed proven method of merchandising to include real-time out-of-stock (OOS) reduction eliminating voids and assisting retailers with just-in-time ordering
- Produce monthly category insights and industry trends to retail management to help facilitate growth plans for both the category and our brands, including Risk Assessment and Risk Management
- Collaborate with Marketing to develop effective campaign management
- Develop strategy and tactics to ensure brand awareness and to position our brand as Best in Class

Delivery Associate

Amazon Delivery Warehouse

Oct 2021 – Mar 2022

- Prepared orders by processing requests and supply orders, pulling materials, and placing them appropriately for delivery
- Utilized technology like smartphones and handheld devices to sort, scan, and prepare orders
- Inspected product load for accuracy and safely moved it around the warehouse to ensure timely and complete delivery

Merchandiser

Acosta

Dec 2019 – May 2021

- Used strong business acumen to increase sales by merchandising top sellers and writing orders to support stock levels
- Consulted with management in a timely manner, met objectives and goals as assigned, and reported store level observations related to client product and customer needs
- Performed audits such as checking date codes and ensuring adherence to approved modular / plan-o-grams
- Recommended, selected, and helped locate merchandise based on customer needs and desires
- Received mailings including Client signage, coupons, etc. to be transported and distributed in assigned territory

Territory Sales Manager

On Nicotine Pouches, Chicago, IL

Dec 2018 – Nov 2019

- Developed and expanded territory through prospecting and lead generation, thus increasing customer base and exceeding sales quotas
- Revised and implemented sales strategies and techniques
- Handled all facets of territory, including sales, marketing, training, inventory management, distributor agreements, and merchandising and upselling to 125 convenience, vape and smoke stores
- Supported employee sales and service activities to generate profitable premium growth and market share
- Improved the sales count by providing detailed accounting reports and discussing with senior management monthly
- Devised strategies and led the team to generate new business that accounted for 27% of the market annually, resulting in successfully generating \$1.5 million of the revenue
- Managed profit and loss to ensure profitability at the store and market level and was able to increase the territory store count by 12% annually

Midwest Territory Sales Manager

ARCTIC ZERO, San Diego, CA

Jun 2017 – Jun 2018

- Involved in a sales project by handling a 10 state territory within the Midwest, identifying trends, and developing innovative sales strategies to increase sales within an assigned territory; grew the business by 15% within the first year
- Achieved territory sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews, preparing and completing action plans, and implementing production
- Increase the profitable sales rate by developing high-value business relationships with retail accounts and food brokers
- Adjusted assortment of the Fit Frozen Segment in 90% of Hy-Vee stores by generating a 7% increase in sales
- Successfully created an in-depth territory analysis presented to upper management to identify opportunities to expand market share

WORK EXPERIENCE (CONTINUE)

- **Direct Sales Representative** | CROSSMARK, Chicago, IL | Jan 2016 – Jun 2017
- **Solution Sales Specialist** | Verizon Wireless, Chicago, IL | Jul 2014 – Dec 2015
- **Retail Sales Associate** | Advantage Sales & Marketing, Chicago, IL | Dec 2012 – Jan 2014

CERTIFICATIONS

- Certified Six Sigma Green Belt
- Accredited Certification Project Manager
- Certified Scrum Master
- Certified Domestic Violence Advocate