

John Boccuzzi, Jr.
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EXECUTIVE PROFILE

High energy, collaborative, creative and results oriented executive with high sense of integrity. Proven track record of strategic thought leadership in both private and public companies with the ability to execute through teams and technical experts to achieve at or above plan.

Specialties: Strategic Brand Partnerships (Amazon, Google, Shutterfly, Café Press, Fandango, T-Mobile, David's Bridal, Destination Maternity, The Children's Place), Go-to-market strategies, Client relationship management (Amazon, Ahold, Heineken - North America and Europe, IBM Sweden, Bacardi, Robert Mondavi, Philip Morris, Procter & Gamble, GlaxoSmithKline and Pfizer), Digital and social marketing and new channel sales (Amazon, NextJump, BenefitHub, Lifemart, Discover Card). Retail and Customer Experience industry thought leader and guest speaker (NGRetail Summit, Brand Partnership Forum, Former Braintrust member and contributor to Retailwire.com)

EXPERIENCE

Edible Arrangements, Wallingford, CT
Vice President, Sales

March 2014-Oct 2017

Led a team of 5 Senior Directors and Directors and total personnel of over 100 across several key departments including: Business Gifting, Business Development & Brand Partnerships, Franchisee Support, Customer Care and Training & Development that supported 1,217 franchised locations and millions of customers in North America.

- Built a selling culture throughout Franchisee network by developing training and marketing materials including video's, scripts, user guide and an intense 2 day classroom training
- Created Business Development Department that grew participating store sales 4% faster than non-participating stores
- Designed and executed a B2B Business Gifting business plan that drove over 50% growth in 2016 and on track to top 100% in 2017
- Designed and deployed multiple revenue generating programs to drive franchisor and franchisee profitability including local marketing programs (traditional, social and digital)
- Optimized IVR solution to improve guest experience while generating additional revenue to offset call center costs
- Managed 350 person third party call center to handle overflow during peak holidays to ensure optimal revenue and customer experience
- Created and managed brand partnerships to drive store traffic and incremental sales (e.g., The Children's Place, Destination Maternity, David's Bridal, Fandango, T-Mobile and Restaurant.com)
- Designed and oversaw development of unique B2B web site allowing local stores and end consumers to easily input large business gifting orders creating a competitive advantage
- Developed relationships with Nextjump, Motivano, Youdecide, Beneplace, Mercer, Access Development, Perkspot, LifeMart, Employee Travel, Working Advantage, Great Work Perks and Discover Card to market Edible products to their user base generated over \$1M of incremental sales in its first 9 months of 2017
- Created and oversaw the development of the first non-perishable product line in Edible history
- Took on additional responsibility in July 2017 to overhaul sales approach, strategy and resale assistance for franchise sales department
- Designed and implemented of "Entrepreneurs Wanted" social targeted marketing campaign that increased inbound leads in target markets by over 200%

Boccuzzi, LLC, Newtown, CT
Managing Partner & Investor

2012 – 2014

Providing Funding, Retail and CPG industry introductions, representation at major industry events and strategic sales and marketing consulting to Technology and Retail marketing focused start-ups.

- Start-ups included: Rewardable.com, LOC Card, Wellx.com, Instant Combo Savings and OTSolved.com
- Successfully raise \$500,000 for Rewardable.com in November 2013
- Successfully sold OT Solved in May 2014

Affinion Group, Stamford, CT 2011 – 2012

Senior Vice President, National Retail Sales

Built, trained and inspired North American retail solutions team of 8 from the ground up to provide comprehensive customer engagement solutions. Strengthened industry perception through new business strategy, on point marketing and extensive trade relations work including industry presentations.

Boccuzzi, LLC, Newtown, CT 2008 – 2011

Managing Partner

Provided strategic sales and marketing consulting and negotiations training for key industry verticals including retail, consumer products, and technology manufacturers

- Delivered global negotiation training, including one on one coaching to senior management teams of *Fortune 500* companies including IBM in Stockholm, Sweden
- Consulted with CEO's and Executive teams to successfully recruit and train sales professionals for startups including SpireNow, DataAlliance, and Instant Combo Savings
- Closed new business and built enduring relationships with major retailers and CPG manufacturers including: Ahold USA, Harris-Teeter, Roundy's, A&P, Save Mart, Brookshire's & Nestle Waters

Kenosia Corporation, Danbury, CT 2005 – 2008

Chief Executive Officer

Helped found this former subsidiary of Bristol Technology. Achieved business growth, "best in class" product development, and customer satisfaction

- Increased revenue by more than 20% (FY2008)
- Named #1 in Customer Experience by top industry publication (2007 & 2008)
- Successfully merged Kenosia with Process Software in 2008

Bristol Technology/Kenosia Corporation, Danbury, CT 1997 – 2005

Director of Sales

Interactive Edge, New York, NY 1995 – 1997

Project Manager/Account Executive

U.S. Computer Connection, Stamford, CT 1993 – 1994

Director Sales and Marketing

Junior Achievement of Southwest Connecticut, Stamford, CT 1990 – 1993

Program Director

EDUCATION & COMMUNITY OUTREACH

Bachelor of Science in Business Administration

BRYANT UNIVERSITY, Smithfield, RI

Assistant Scout Master Troop 270 Newtown, Boy Scouts of America 2017 - Present

Board Member, Junior Achievement of Southwest Connecticut 2008 – 2016

Earned the rank of Eagle Scout

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