

Brandon White

National Sales Director | Sales Executive
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BRANDON WHITE



SALES EXECUTIVE

BUSINESS DEVELOPMENT | STRATEGIC PARTNERSHIPS
RETAIL & DISTRIBUTION | RELATIONSHIP BUILDER



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Southwest Missouri



INTEGRITY
I do what's right.



FOCUS
Committed to results.



RELATIONSHIPS
Built on trust.



GROWTH
Creating opportunity.



*Building lasting relationships through
integrity, trust, and results.*

Professional Summary

Sales executive with nearly two decades of success in the premium pet food industry leading national sales, distributor development, retail expansion, product launches, and strategic partnerships. Experienced working with national retailers, independent dealers, distributors, breeders, veterinarians, influencers, and end consumers. Known for building trusted relationships, educating consumers that quality pet nutrition doesn't have to cost the farm, and translating field experience into business growth. A licensed UKC and AKC Bench Show Judge with more than 30 years competing, breeding, training, hunting, and exhibiting dogs. Regular speaker at industry events including Global Pet Expo and SuperZoo, collaborator with outdoor personalities including Justin Martin, and contributor to successful product launches and 5-Star DogFoodAdvisor-rated formulas.

Core Competencies

- National Sales Leadership
- Business Development
- Strategic Partnerships
- Distributor Development
- Retail Expansion

- Product Launches
- Key Account Management
- Trade Show Leadership
- Consumer Education
- Hunting & Sporting Dog Nutrition
- Breeder Relations
- Team Leadership & Coaching

Professional Experience

National Sales Director | US Pet Food LLC / Next Level Super Premium Pet Food

Oct 2025–Present

- Lead national sales strategy, retail expansion, distributor development, and sales leadership.
- Develop strategic partnerships with national and regional retailers.
- Represent the company at Global Pet Expo, SuperZoo, and major industry events.
- Support product launches, retailer education, and national sales training.
- Help establish nearly all formulas as 5-Star rated by DogFoodAdvisor.
- Lead Hero's Salute charitable initiative supporting veterans and first responders.

Sales | US Pet Food LLC

Nov 2021–Oct 2025

- Expanded distribution, built retailer relationships, and supported rapid company growth.

Regional Sales Manager | Sunshine Mills

2019–2021

- Managed regional sales and distributor partnerships.

Regional Sales Manager | Mid America Pet Food

2015–2019

- Managed Victor brand growth through retailers and distributors across assigned territory.

Territory Sales Manager | Pet Food Experts

2014–2015

- Managed MO, KS & NE territory while expanding independent retailer business.

Field Sales Representative | Kent Nutrition Group

2008–2012

- Launched Native Performance Dog Food through distributors, breeders, kennels, and retailers.

Industry Leadership & Recognition

- Licensed UKC & AKC Bench Show Judge
- 30+ years competing in hunting events and national dog shows
- Worked with breeders, distributors, independent retailers, national retailers, veterinarians, influencers, and consumers

- Collaborated with Justin Martin and other outdoor influencers
- National product training and educational seminars