

# STEVE KUKLINSKI

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## SALES AND ACCOUNT MANAGEMENT EXECUTIVE

Propelling Sales • Optimizing Relationships • Cultivating Revenue

**A Compelling Sales and Marketing Executive** – with proven success penetrating organizations to influence advantageous cross-functional relationships, delivering collaborative strategies, and driving new initiatives to bolster revenue growth. Adept at leveraging data and consumer insights to create dynamic proposals, positioning products and services to entice consumers, and navigating fluidly from concepts to practical planning and tactical implementation.

### CORE COMPETENCIES

- Leadership / Management
- Strategic Planning / Implementation
- Sales / Marketing
- Leveraging Strategic Alliances
- Business Relationship Building
- Supply Chain Management
- Brand & Product Management
- Financial Analysis / Reporting
- P&L / Cost Control

### PROFESSIONAL EXPERIENCE

#### Brand Loyalty International USA | Chicago, IL

2017 – 2018

*A leader in providing loyalty programs to forge consumer engagement for global retailers, producing \$400 million annually.*

##### Vice President

Developed and managed instant loyalty promotions as a member of the North American leadership team. Oversaw eight internationally based cross-functional teams. Fostered client relationships and created sales and marketing strategies.

- **\$45 million projection for promotional sales** for 2018 and \$3.8 million in sales accomplished by selling a pilot program to the largest grocery retailer in the United States.
- **100% client risk mitigated** for promotional investments by capturing CPG partner funding through the conception of numerous sponsorship packages, devising themed vendor events, and conducting persuasive presentations.
- **25% cutback of go-to-market timelines** produced and execution capabilities of promotions improved by establishing after-sale project management processes for international teams, clientele, and customer associates.
- **2% acceleration in client sales** achieved amid a promotional period by advancing the average basket size and proliferating visit frequency.

#### HAVI | Downers Grove, IL

2005 – 2016

*A subsidiary of a multibillion-dollar organization and a forerunner in the food service industry.*

##### Senior Director | 2008 - 2016

Controlled account management and sales initiatives in client services across three divisions covering the U.S. market.

##### Optimizing Partnerships & Supply Chain Management

- **\$20 million in field product liabilities mitigated** and limited time offer (LTO) profitability increased by leading internal and client cross-functional teams to re-engineer processes and implement procedures for co-op level forecasting, acquiring unique menu item commitments, and administering demand and supply planning to support menu promotions.
- **95% precision of demand forecasting** sustained to minimize financial risks for clients attributed to supply chain disruptions and by monitoring marketing activity for supply planners to make precise real time adjustments to operation plans and product acquisition.
- **87% escalation of gross margin** reached per promotion through coordination with sister company to develop new market segments for collaborative products and expand packaging graphics portfolio to include complimentary promotional premiums.
- **60% reduction of LTO packaging** production timelines realized by developing five speed-to-market alternatives for numerous menu categories, producing printing plates for vendor application, and negotiating reduced run rates and storage of raw materials in coordination with procurement crew.
- **45% gain of packaging graphic revenue** and 60% decline of average graphic promotions reaped monthly by instrumenting collaborative retail programs with beverage vendors, inflating resource efficiencies, and incurring scale.
- **15% revenue secured annually** by guiding unique bulk packaging design initiatives for shareable food and beverage items, expanding vendor sales, generating higher ticket menu items, and fostering strategic organizational alliances.

### Product Management & Financial Analysis

- **680% ROI procured** and 55% YOY of packaging revenue enabled by examining lucrative investment opportunities and employing risk management assessments of the tooling, raw materials, and finished goods necessary for the commercialization of packaging design product development efforts.
- **150% proliferation of revenue** obtained for packaging products by formulating a pricing proposal that yielded annuity revenue for 18 months, recouping the costs of product development subsequently generated by the inauguration of a regional packaging launch.
- **70% revenue sustainability executed** for packaging graphics by employing marketing analytics to draft business cases and evaluate promotions, outlining data requirements, and collaborating with analytics department to implement Tableau dashboards, affording personnel comprehensive reporting tools.
- **55% upsurge of customer spend** for dinner day-part intervals by applying marketing analytics, consumer data, and testing of regional food inclinations and popular item sales, creating family bundle menu options.

### Strategic Planning | Sales & Marketing

- **600% increase of average margin** per order, 500% spike in average order size, and 120% surge of average margin per thousand attained for promotional packaging graphics by utilizing value-based consultative selling techniques.
- **93% of \$14 million sales initiative cultivated** for the business unit by administering strategic account alignment, annual account planning, growth strategies, allocation of resources, and marketing schemes across three divisions and 22 regions spanning the U.S. market.
- **52% of annual revenue earned** for the business unit by devising a new product development strategy, employing innovative packaging modifications, new designs, and commercialization strategies.
- **33% depreciation of timelines** for packaging graphic production and 20% uptick in market penetration garnered by forging promotional content and artwork, gleaning authorization, and delivering proposals, allowing ample opportunity for alterations to accommodate individual client needs.

### Leadership Management

- **118% hike in gross margin** captured for promotional packaging by supervising a cross-functional team through the origination of an assortment of profitable inline production packaging initiatives to accompany packaging graphics and bolster client marketing efforts.
- **97% accuracy facilitated** annually for 300+ packaging promotions and 100+ LTO menu item promotions by overseeing project management efforts with interdepartmental teams.
- **48% of annual revenue originated** for the department by managing design and production of packaging artwork while maintaining costs, brand standards, and print guidelines for 22 regions, 200+ advertising co-ops, freelancers, and more than 40 advertising agencies.
- **11% target revenue surpassed** for seven years by establishing management teams and mentoring top talent comprised of three directors, five account executives, nine cross-functional units, and an internal graphics studio.

### Account Director | 2005 - 2008

Led account management and sales in client services, tending to the field organization of McDonald's east division.

- **80% growth of graphic sales** and 25% eclipse of sales goal grasped by founding a monthly e-newsletter incorporating packaging graphics with clients marketing calendars to conserve accord.
- **39% boost of division sales** actualized in one year by unveiling an improved product growth strategy and directing packaging design and commercialization efforts, presenting a custom cup collection to accompany the introduction of a new beverage, expanding to other divisions, and serving as a national set for the organizations branded beverages.

**Additional Experience: Leo Burnett USA, Account Supervisor & Database Analyst**

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## EDUCATION & PROFESSIONAL DEVELOPMENT

**Master of Business Administration | Loyola University**

**Bachelor of Science in Business Administration & Marketing | DePaul University**