

Nathan Rodich

Director of Sales / E-Commerce / Key Accounts

📍 Roswell GA-US

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SUMMARY

"Experience matters but successful experience matters more"

- 12 consecutive years of double digit growth in the CPG industry
- Successful in dealing with decision makers across all levels in B2B and B2C.
- Managed and played a roll in all of the major sales and operational areas.
- Proficient in many software programs and reporting tools.

OLDER JOBS

Sales Representative

Rodich & Associates
(2005 - 2007)

Sales recruiter and product demonstrator for financial and medical industries

- #1 Lead generator

Sales Director / Head Pro

Clubs at River City - Laurel Springs
2001-2005

- #1 in teaching lessons and memberships sold

Sales & Marketing Manager

CWS Nutritionals
1998-2001

- Sold Nutritional Packages and Membeships

EDUCATION

June 1998 | BBA - Management and Marketing | Austin Peay State Univ.

Suma Cum Laude.....Academic All-American

INTERESTS

Church | Health/Nutrition | Volunteering | Tennis | Mountain Biking | Music

WORK HISTORY

August 2016 - Present **Sales Director / E-Commerce Director / Key Accounts**

Dr. Dunner USA

(Managing Sales Team, E-Commerce/Amazon, Key Accounts)

- Helped with Re-branding, formulations and raw supplies
- Managing importing, regulations, inventory and fulfillment center
- Creating educational presentations and materials along with promotions to equip brokers with the proper tools to be successful.
- Implementing and analyzing retail and e-commerce campaigns

Sales

- **2017 (+18%) 2018 (+37%) 2019 (+16%) 2020 (+71%)**

May 2015 - July 2016

U.S. Key Account Manager / E-Commerce Manager

Flora, Inc.

(Managed U.S. Key Accounts / E-Commerce in the Natural and Mass Channels)

- Double digit growth in Whole Foods, Sprouts, Natural Grocers along with e-commerce accounts like Vitacost, i-Herb and Walgreens.
- Worked with KA buyers on special promotions and negotiated advertising to drive revenue and ROI. Aligned marketing and education to Reps for timely execution.

KA Sales

- **2015 (+13%) 2016 (+16%)**

Sep 2011 - May 2015

Senior Account Executive

Proctor & Gamble (New Chapter)

(Sold Organic and Non-GMO Supplements to Health Food Stores across GA, AL)

- **#2 in Company (2013, 2014)**
- **Surrender & Service Award (2013) / Excellence Award (2014)**

Jul 2009 - Sep 2011

Account Executive

Nutraceutical

(Sold over 6,000 products to health food stores - GA, NC, SC, TN)

- **Top in % territory growth (2010, 2011)**

Jun 2008 - May 2009

District Manager

Automatic Data Processing (TotalSource)

(Sold a Full Comprehensive Payroll and HR solution to businesses in Georgia)

- **Top Sales Performer Oct. 08 and % leader back to back months**

Jan 2007 - Jun 2008

Senior Account Manager

American Check Management

(Sold payment and software solutions (Credit Card, EFT, Check Guarantee)

- **Increased Territory from 2 to 13 states and Increased Revenues by 125%**