



Candidate ID:

CANDIDATE #14-1107 (Strategy & Business Development Leader)

Job Title: Strategy & Business Development Leader

Located in **Minneapolis, MN**, open to **relo, remote, hybrid or on-site** opportunities.

With 25+ years in Food Ingredients and Consumer Packaged Goods, this accomplished professional is a bold, charismatic creator with a strategic mindset and a relentless drive for growth. A natural leader, they excel at both the big picture and fine details and are polished in communication. They seek opportunities to lead cross-functional teams in innovative growth strategies.

Accomplishments:

- *Intrapreneur:* Led and executed bold strategy to vertically integrate into processing crops to create novel, high-value ingredients. Involved extensive coordination of internal/external partners and stakeholders.
- *Resource Champion:* Gained and maintained support for \$1MM investment in people and process, including CEO-level resource approval and frequent project, resource, and financial model updates.
- *Major Capital Project Champion:* Completed market assessments, developed business cases, and led projects aimed at delivering high-value ingredients through capital investments ranging from \$5MM-\$50MM.
- *Trend-Savvy Market Developer:* Created in-depth market assessment and compelling business case that led to first USDA Certified Organic product launch in 100-year company history.
- *Strategy Developer:* Worked with cross-functional team to identify and advance 3 potential strategies, including pivoting from hero product with inspiring acquisition opportunity, leveraging past Company innovation, and pursuing new business model.
- *Opportunity Creator:* Developed successful strategy for penetrating untapped new customer target segment, leading to 50+ opportunities worth \$12.5M in annual sales.
- *Business Development Driver:* Created complete customer mining process, including prospect search tools/methodologies, cold-calling system, customer presentation approach, and performance tracking tools/reports.
- *Turnaround Strategist:* Co-led development of 3-pronged business turnaround strategy after team suffered several major customer losses leading to decline of 28% versus prior year. Strategy included customer segmentation, resource reallocation, and new business development.

Additional remarks: *Candidate has extensive experience collaborating with startups and smaller, innovative companies as larger companies have sought to accelerate innovation through engagement with outside innovators. Candidate would like to leverage this unique interest, perspective, and experience either by helping a larger company collaborate with outside innovators or by joining a smaller, innovative company.*

This candidate is actively on the market and open to new opportunities.

If you are interested in learning more about this candidate, please contact Leadman & Associates at: info@leadmanandassociates.com with the candidate's ID in the subject line or by calling Tonya at (717) 475-0554.