

## PROFILE

Current Sourcing Director at a fast-paced, fast-growing food disposables company. Previously a COO with 11 years experience in a small business atmosphere. Proven to multi-task in high stress environments while driving growth using excellent customer account management. Lowered COGs at InCharged from 60% to 30%, reducing production times and gaining \$500,000 in profit in a single year.

## SKILLS

- Business Analysis & Growth
- Strategic Planning
- Process Improvement
- Operations Management
- Strategic Direction
- Business Administration
- Business Intelligence Tools
- Product Strategy & Development
- Marketing & Design
- Reporting & Analytics
- Purchasing & Negotiations
- Mergers & Acquisition
- Detail Oriented
- Self-Learner
- Executive Communication

## PROFESSIONAL EXPERIENCE

### Sourcing Director – Blulabs LLC (previously Remcoda LLC) / Boca Raton, FL

**December 2021 – Current**

- Successfully managed the completion of 10-15 RFIs and RFPs per month, worth an average of \$15 million each; achieving a win rate of 1 out of 5.
- Provided high-level support to the Executive and C-Suite teams on critical proposals, presentations, and data-driven decision-making.
- Effectively managed an extensive database of over 8,000 items sourced from the food disposables industry.
- Developed and maintained strong relationships with overseas factories through effective communication via Email, WhatsApp, and WeChat while creating a supplier database.
- Conducted thorough data analysis to identify the optimal factory choice based on factors such as sample quality, pricing, production speed, factory terms and flexibility; Led supplier negotiations on a consistent basis.
- Diligently collected and organized all necessary compliance data, factory audits, and certifications for seamless operations.
- Led end-to-end new product development processes starting at sample acquisition, testing, spec sheet creation, shipping to potential clients in a presentable manner, and transitioning to production upon final customer approval.
- Liaison between Operations, Planning, Marketing and Finance Departments regarding new and existing products.
- Innovated company operations by introducing the organization's first Invoicing/Ordering system, replacing manual Excel spreadsheet and PDF editing methods; improving operating speed by 25%.
- Implemented and managed a sophisticated pricing model that accounted for product origin, delivery location, tariffs + duties, miscellaneous fees, and company margins to create custom tailored customer quotes.

### Chief Operating Officer (COO) – InCharged / Newark, NJ

**July 2017 – December 2021**

- Established entire new product line in response to COVID-19 pandemic - bringing sales from \$0 in March 2020 to \$850,000 by July 2020.
- Collaborated with CEO to lower Cost of Goods Sold from 60% to 30% by developing products overseas.
- Developed new product designs and product management; Concept creation to sourcing resulting in lowering production times from 8 hours to 1 hour - saving \$100,000 in labor costs/year.
- Overhauled and recategorized accounting system reconciling over 10,000 transactions via QuickBooks.
- Reorganized office and warehouse space including layout design and implementation, boosting employee workflow efficiency by 15%.
- Prepared bi-weekly payroll reports (including PPP tracking) and processing via ADP, utilizing HR software and profiles for 15 employees.

- Revamped website introducing a feature roadmap, redesigned and launched website resulting in load time improvement by 45%.
- Launched e-Commerce portion of company, increasing revenue by \$20,000/month - providing Sales Reps an extra 10-15 hours/week.
- Redesigned customer facing artwork templates for products, eliminating client confusion and cutting installation time by 25%.
- Mastered HubSpot Sales CRM software by implementing automation tools, templates, scripts and monthly retention campaigns.
- Transferred CRM software of 7,500 contacts and 2,500 deals from Salesforce to HubSpot - including all necessary employee training.

**Operations Manager/Product Manager – InCharged / Newark, NJ**

**November 2016 – July 2017**

- Automated input of customer orders by creating formulas diminishing 10 hours a week or \$20,000/year in salaries.
- Integrated new invoicing system working seamlessly with company's CRM system, giving Sales Reps an extra 5 hours/week.
- Guided the hiring process; reviewing resumes, selecting potentials and onboarding/training of new hires.
- Managed customer orders from reserving in Inventory, Internal Project Management and File Systems.
- Prepared and monitored employee schedules and completed weekly reporting ensuring staff met strict deadlines for assembly, artwork, customization, fulfillment, shipping and deliveries.
- Mediated customer support collaborating with clients via phone and email to resolve tech support issues.
- Evaluated inventory supplies and ordering of all materials of over 300 parts to maintain stock within strict budgets.
- Scheduled all shipments via ShipStation ensuring orders shipped and received on time, including handling delayed shipment situations with clients.

**Sales Director/Project Manager – InCharged / Union, NJ**

**June 2014 – November 2016**

- Coordinated with all members of Sales, Operations, Human Resources and Art Departments to update all company policies driving continuous improvement and maintenance of company infrastructure.
- Introduced and implemented chat on website, increasing yearly revenue 33%; from \$900,000 to \$1,200,000+ in the first year and allowing more avenues to collaborate with clients.
- Controlled all sales inquiries via phone, email, website chat; averaging 150 inquiries/month.
- Performed weekly video presentations and in-person demonstrations to potential clients.
- Facilitated client-side order fulfillment from start to finish on all leads by creating proposals, quotes, invoices and collecting payments.
- Completed office paperwork for Government forms, Vendor forms, RFP submissions and collected staff records.
- Prepared event and travel arrangements for CEO and clients for larger events quarterly.

Additional Experience: **Graphic/Web Designer – InCharged / Linden, NJ**

**June 2011 – June 2014**

## EDUCATION

**Monmouth University / West Long Branch, NJ**  
**Bachelor of Fine Arts:** Graphic Design

**May 2014**

## SOFTWARE SKILLS

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|---|--|
| • Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects, Dreamweaver) | • Aptean, HubSpot, Salesforce, SalesLoft, Infusionsoft ERP |
| • Microsoft Office (Excel, Word, PowerPoint)  | • QuickBooks Desktop and QuickBooks Online                 |
| • G Suite   | • ADP Run and PurelyHR                                     |
|   | • Zoho, Basecamp, Monday.com, ClickUp, Wrike               |

