
LeNae Schwickerath

Iowa
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SUMMARY

A broad-minded, results-driven, and highly motivated business development and project management manager with in-depth experience in communication skills, a focus on organization, and helping to develop teams. B2B sales, marketing and strategic analysis along with exceptional negotiation skills and the ability to close deals, implementations, project coordination, program management, training and mentoring. Additional aptitude in strategic planning, cost/budget analysis, and client/vendor relations. A forward-thinking and change-oriented leader with a keen eye for detail who empowers an organization to meet and exceed goals, build and cultivate highly productive workforces, to enhance business growth.

EXPERIENCE

Paddle Crew Consulting, New Hampton, Iowa

Business Development & Leadership Development Consultant, May 2019 - current

Major Client: Egg Company, IN – **Business Development**, September 2019 – current

Developed, educated and implemented sales and marketing strategies to introduce company to the foodservice and manufacturing segment. Development new products for foodservice and manufacturing. Research and cultivate co-pack vendor and supplier relationship with a set standard for each. Project management across company for new product growth. Guide company on potential business development opportunities within prospects and trade shows.

- Implemented Strategic Planning; sales, operational and competitive analysis for new product opportunities.
- Brand Strategy/Marketing Material Planning – presentations, trade show image, brand image
- Business Process Development; co-pack contract development (customer/vendor) along with overall business process development of SOP's.
- Guide company executive teams on potential markets along with competitor updates.

Major Client: Marketing Agency, CA: **Sales Coach**, August 2019 – current

Focus on sales training and mentorship within organizations that include: closing a sale, virtual management of teams, and leadership development. Develop sales training materials. Weekly coaching of 4 consultants. GAP Selling methodology is used.

Major Client: FTN, NJ - **Build Brand for Exit**, October 2019 – March, 2020. Project completed.

Developed and implemented sales and marketing strategies to help grow business both for B2B along with individual relationships. Implementation of strategic business planning for long-term growth and exit strategy. Train and implementation of interview strategy to gain the right people within sales teams.

Sparboe Foods, New Hampton, Iowa (Company was acquired May 2019)

National Accounts Sales Manager, 2008 - 2019

Supervised sales objectives of Sparboe Foods division along with customer service team. Led all aspects of strategic business development strategy for Sparboe Foods along with managed all National Accounts at HQ level. Managed all P & L, budgeting, contract negotiations, CRM design, quality and delivery programs, along with trainings and mentorship. Designed and implemented standard operations and business process procedures throughout company. Managed relationships with vendors, and customers. Designed, managed, and implemented re-brand strategy company wide from concept to store/mfg. implementation, this included packaging, marketing, POS along with trade shows. This was a start-up company that grew from \$0 in sales to over \$55 million in sales by 2019.

- Grew division from start-up company to over 60 accounts within 10 yrs.
- Managed over \$55 million in sales in 2019
- Sales Coach & leadership development trainer
- Versatile in retail, food-service, and manufacturing – 20/30/50 split
- Founding member of Research and Development team
- Selected by Sparboe Companies owner to be on Business Advisory Team
- Retail/Distribution Accounts: Albertsons, HEB, Kroger, Fareway, SV and Hy-Vee to name a few
- Food-service/Distribution Accounts: Panera, Disney, Martin Bros., Indianhead FS, US Foods, and Sysco to name a few
- Manufacturing/Distribution: Albertsons, Kwik Trip, Culver's, Balchem, Bimbo, Philadelphia Macaroni, Hy-Vee, Dawn Foods, Valley Bakers, Gregory's Foods, SuperMom's, and American International to name a few
- Brokers: St. Louis Food Ingredient

ADDITIONAL EXPERIENCE

Allied Electronics, Cedar Rapids, Iowa

Regional Business Development, 2003 - 2007

Maintain and grew several local and national accounts on a technical and sales level. Manage and develop customer business by maintaining and building new relationships. This also includes monitoring sales results and price structure to help increase sales and profitability within our customers/products. Represented over 250 vendors with in the industrial supply sector.

Distribution Dynamics, Eden Prairie, MN

Area Business Development, 2001 – 2003 (company closed)

Maintain and grew several local accounts on a technical and sales level within airline industry. Manage and develop customer business by maintaining and building new relationships. This also includes monitoring sales results and price structure to help increase sales and profitability within our customers/products. Represented over 50 vendors with in the industrial supply sector.

EDUCATION

Ashworth University, Atlanta, GA

Associate Marketing Management, 2016

ATP Airline Flight School, Daytona Beach, FL

Airline Pilot, 2001

Indianhead Technical College, Rice Lake, WI

Sales Management, 2000

CERTIFICATION

Business Coach, Certified – Expert Rating Global Professional Certifications, 2019

HAACP, Certified – Northeast Iowa Community College, 2015

AIB – Food Technology, Certified, 2014

National Food Ingredient Technology, Certified – Auburn University, 2014

ADVISORY BOARD MEMBER

Duradry, Instant Autograph, NaturHeal, SEATBUM

VOLUNTEER

Vice President, Trinity Lutheran Church Board, New Hampton, IA 2019 - current

Volunteer, Northeast Iowa Food Pantry, New Hampton, IA 2016 – current

Partners in Education, New Hampton, IA 2011 - current