

Karissa Kozubal

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Strategic Sales Leader

Sales Leadership
P&L Management
Strategic Planning
Go-to-Market Strategy

Analytics
Category Management
Channel Strategy
Stakeholder Engagement

Degrees: **B.S. Resource Economics**, UMASS Amherst (2013)
Technologies: Retail Link, Greenfield, IRI, Nielsen, NPD
Microsoft Office (Excel, PowerPoint, Word)
Industries: Consumer Products, Manufacturing

WORK HISTORY

Director of Sales- East, Adventure Ready Brands, NH **(2022-2023)**

- Devises goals, strategy, and budget for region and company's FDM/Industrial markets. Territory covers 25% of company revenue, 10 brands, 5+ channels, 2 private label programs and 150+ customers including Target, CVS, Grainger, and Kroger.
- Communicates strategy and vision to junior sales team members and external sales reps. Inspires sales team to work collaboratively toward common goals while providing coaching, mentoring, and development opportunities.
- Replaced a competitor's assortment at Dick's Sporting Goods by utilizing market analytics and margin negotiations. Business is expected to double in the next year.
- Managed through FDA recall and customer bankruptcy with calming demeanor and results-oriented approach. Maintained customer relationships and ended year margin 5pts above goal, turning negatives into long term positives for all.
- Acquired new distribution at Wegmans, Big Y, Market Basket, Giant Eagle, and 3 industrial accounts within 1 year.

Director of Sales & Analytics, Connoisseurs Products, MA **(2020-2022)**

- Lead the sales team to deliver on Connoisseurs' revenue and profitability targets and stretch goals by developing processes and strategies that ensured success. Previously declining business trends were reversed to 26% growth over prior year.
- Managed transition from Amazon Vendor Central to Seller Central, growing business from \$5M to \$10M in first year.
- Developed new merchandising display at Walmart that generated a lasting 34% lift.
- Spearheaded the initiative to acquire Kohl's as a new channel partner. Led contract negotiations with key Kohl's decision makers. Kohl's achieved "Top 10" account status within one year.
- Recommended & delivered price increases that increased annual revenue by \$750,000.

Manager of Sales Operations, Connoisseurs Products, MA

(2016-2020)

- Established relationships with Walmart Buyers and Replenishment Managers. Developed mutual trust resulted in incremental orders totaling \$400K+ yearly and an average increase of 50-100% on weekly replenishment ordering.
- Redesigned an outdated sales forecasting process; implemented new dashboards and processes that increased trend visibility, improved efficiency, and increased data accuracy from 76% to 94%.

Sales Analyst, SharkNinja, MA

(2015-2016)

- Evaluated and communicated misconceptions in retailer forecasting; minimized risk of out-of-stocks and lost sales which increased annual revenue by \$10+ million.
- Researched and analyzed markets and trends; recommended changes to sales techniques, assortments, and promotional efforts across key accounts, including Kohl's, Bed Bath & Beyond, and Macy's. Bed Bath was the organization's second largest customer at the time.
- Identified an under-indexed market segment; led the development of a strategy based on category trends, consumer insights, and profitability requirements that increased incremental placement with retailers.

Data Analyst, SharkNinja, MA

(2014-2015)

- Designed and implemented enhancements to the sales dashboard and promotional calendar that provided increased visibility for e-commerce data and simultaneous promotions.
- Redesigned reporting templates to measure volume and track growth at both in-depth and brief overview levels.

ADDITIONAL EXPERIENCE

- **LinkedIn Learning Coursework**
 - **Learning Salesforce**
 - **Setting Team and Employee Goals**
 - **Becoming Head of Sales**