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CAREER OBJECTIVE

Forward-thinking Certified Professional Category Manager (CPCM) and storyteller looking to find a company to invest and grow with. 4+ years of CPG experience on the retail, wholesaler and manufacturer level with proven skills in account management, space management (JDA ProSpace), data analytics/visualizations (IRI, RetailLink, Power BI), and consumer insights with regional and national trading partners (Walmart, Southern Glazer's, Dollar General, Anheuser-Busch). Worked in cross-functioning teams with direct consumer and account experience pro-actively building win-win-win relationships to achieve sales and growth targets.

WORK EXPERIENCE



Category Space Manager (Contract) - Walmart Team

April '18 - Nov '18

Anheuser-Busch InBev - Rogers, AR

- Created and presented information in a visually (Power BI), story driven way to facilitate productive conversations that lead to action, insights, and win-win deliverables for us and trade partners.
- Teamed with the Walmart buyers to recommend best in class objective item assortment based on POS, scanner, panel and relevant industry information and analytics to create organic category growth.
- Category Revenue Responsibility of ~\$3 Billion.
- Worked in a cross-functional team with a planogram responsibility of 7,000 mods across 4,500+ stores.
- Drew and implemented buyer merchandising strategies as well as aligned wholesaler SKUs with merchandised SKUs to achieve a standing 95% (15+ increase) planogram integrity.
- Leveraged syndicated scanner (IRI, Nielsen), panel (Spectra), and POS data to create shopper insights, merchandising strategies, and actionable plans.
- Built and managed planograms using JDA Space Planning Software (Level 1 Certified).

Wine Category Advisor

Oct '17 - April '18

Liquor World - Fayetteville, AR

- Compiled and analyzed past store, regional, and national sales data (Nielsen, SAP, IRI) and current industry trends to advise and recommend strategic buys, merchandising, shelving and pricing for optimal category growth.
- Revenue Responsibility of ~\$2 Million.
- Slashed overhead inventory by 20% using past sales data to make strategic buys.
- Nourished working relationships with distributors and trade partners to maintain and update store planograms, customer POS, and weekly in-store events/promotions.
- Educated staff on wine industry trends and insights from established industry institutions (Wine Enthusiast, Market Watch, etc).

Sales Representative

Oct '15 - June '17

Southern Glazer's Wine and Spirits - Springfield, MO

- Started as a Sales Rep Trainee and was internally promoted in 6 months.
- Managed over 71 CPG accounts from small to large independent, chain, and specialty retail stores. (Walmart experience, including the transition to centralized replenishment)
- Finished the year with 5.6% revenue growth in assigned accounts, besting the division goal of 5.4%.
- Achieved 10%-45% increase in volume year over year for key strategic partners.
- Achieved a monthly average of \$250,000+ in sales revenue and managed a yearly revenue responsibility of \$4-5 million.
- Created and implemented 6+ monthly custom POS materials to merchandise displays, boost brand engagement and sales.
- Placed an average of 30 new monthly Points of Distributions on priority brands and brand launches.
- Executed and merchandised, in compliance, category resets, store features, JDA developed planograms, in-store end-caps, stack, and rack programs for national and regional accounts (Walmart experience).

Wine Manager

Sept '14- Sept '15

Republic Macadoodles - Republic, MO

- Started as a Wine Merchandiser for 3 months before being internally promoted.
- Analyzed merchandise sales to forecast inventory, discover sales trends and recommend opportunities.
- Developed, maintained, and nurtured relationships with vendors and suppliers to promote, bring in, and drive new wine sales in-store: including facilitating tastings, educating staff, merchandising in-store displays, digital communications, etc.
- Up-sold and recommend products for key events like community/ corporate fund-raisers, weddings, etc.
- Managed special/standing orders/accounts for businesses/customers.
- Managed a staff of 10 employees.

For education, skills, certifications and additional competencies see attached.



EDUCATION

University of Arkansas, Fayetteville
Bachelor of Arts
(2010-2014)

B.A. in Journalism with an emphasis
in Advertising & Public Relations (GPA: 3.9)

B.A. in English with an emphasis in
Creative Writing (GPA: 3.4)

Work

- University Ambassador - New Student Orientation
(Summer '11 - '13)

- Photo Editor - Razorback Yearbook ('10 - '14)



INTERPERSONAL SKILLS

Professional Individual and Team Player

Independent

Detail Oriented/ Organized

Intuitive

Self-Starter

Fact Based Problem Solving

Strategic Thinker

Positive/Enthusiastic

Articulate

Team-Based

Emotional Intelligence

Giving & Receiving Feedback

Adaptability

Team Management

Collaborative

Develops Others

Diplomatic



CERTIFICATIONS

Industry Recognized Certifications

Category Management Association (CMA)

Certified Professional
Category Manager
(Level 2)

Certified Professional
Category Analyst
(Level 1)

Space & Data Management/Analytics

JDA Space Planning
(JDA)

Basic SQL
(Codecademy)

Beginning Retail Link
(8th & Walton)

Adult Beverage

Level 1 - Sommelier
(The Court of Master Sommeliers)

Hospitality Beverage Specialist
(Society of Wine Educators)

Professional Beer Server
(Cicerone Certification Program)

Management & Strategy Institute

Six Sigma - Green Belt

Project Management -
Lean Process

Executive Management

Project Management Institute (PMI)

Certified Associate in
Project Management
(CAPM - In Progress - Feb 2018)



TECHNICAL SKILLS

Professional/Creative Technical Skills

(Scale of 1 being beginner and 5 being advanced)

Microsoft Office

Word	○○○○○
Excel	○○○○○
Powerpoint	○○○○○
Access	○○
Outlook	○○○
Power BI	○○○

Media/Creative

Photography	○○○○○
Videography	○○
Print Design	○○○○○
Print Copy	○○○

Adobe Creative Suite

Bridge	○○○
Photoshop	○○○
Illustrator	○○○
InDesign	○○○○○

Category Management

JDA ProSpace	○○○○○
ShopperMX	○○○
Data Analysis	○○○
SQL	○○
RetailLink	○○



AREAS OF EXPERTISE

Work and University Acquired Knowledge

Category Management

Data Analytics

Innovative Story Telling

Sales & Business Development

Retail CPG & Merchandising

Adult Beverage



ORGANIZATIONS

Professional/University/Community Organizations

Arkansas Alumni Association

Public Relations Society
of America (PRSA)

Northwest Center for Equality

Northwest Arkansas
Young Professionals

Ozark Highland Trail Association

For more info and to get to know me more, please visit williedodd.com