

JIM KELLY
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A strategic thought leader who moves with speed and agility to deliver ambitious goals. I am a creative problem solver who believes in having a solution focused mindset and delivering progress over perfection. An effective communicator with strong analytical and team building skills that leads people into the future by creating a culture of continuous improvement. Consistently builds trust and respect of key stakeholders through transparency, agility and accountability.

Lake View Ventures Inc:

March 2022-Present

Founder/President:

Followed my passions and launched two new ventures 1) Self published book: 5 Step Blueprint To Success: How To Accelerate your Career While Unlocking Your Potential 2) Kestrel Golf (www.kestrelgolf.com) - Kestrel makes elite-performance golf equipment, delivered straight to your door.

- Publishing: Focused on inspiring the next generation of leaders I've consolidated 15+ years of leadership examples and hundreds of hours training with leading institutions and organizations like P&G, Harvard, Stanford and Cornell into an easy to read, action oriented book.
- Kestrel Golf: Launched in September 2022 behind a patented performance golf tee designed to increase distance, carry, ball speed and last longer than wood tee's.
 - Engineered 100% outsourced organization which can scale with minimal supervision

Kraft Heinz:

2018-March 2022

Vice President Retail Sales, Canada

Accountable for delivering profitable growth (avg 103.2% of MBO's), building a high performing team, creating 5-year sales vision while developing and execution of organization go to market strategy. Managed Retail Sales, eComm, Field Sales & Trade + Shopper Marketing.

- \$1.9B in sales/\$650+MM in trade spend, manage up to 9 direct reports and a sales organization of 200+
- Engineered and executed a plan that delivered \$7MM in below the line operational efficiencies by implementing KPI's, ownership and standard routines.
- Delivered \$2MM in SG&A savings. Key drivers included increased productivity through digital transformation and outsourcing non-value add work to third party partners.
- Optimized fleet management delivered \$500K to bottom line in year 1.
- Transformed customer partnerships under my leadership (24% score improvement) and most improved vendor in Canada
- Launched transformational DSD platform for Independent Retailers & C-Stores that expanded depth and breadth of distribution while improving margin. \$1MM in incremental sales after first 6 months with a plan to reach \$150M by 2025
- Introduced perfect store fundamentals and delivered 100% of KPI through distribution increases of 6%, instore execution (+4%) and merchandising optimization (+5%)
- Reduced turnover from 11% to under 3%
- Chair of efficiency committee that slashed 10,000 hours of unproductive work from the organization.

Customer Vice President, Sobeys Business Team

Brought in to transform customer relationship. Customer had declined by \$100MM over 3 years and I was able to rebuild the relationship and return the customer to growth. I was also responsible for opening a new office in Nova Scotia and leading community development.

- \$480+MM in Sales/@220MM in trade spend, 3 direct reports and sales team of 14 people
- Reached 130% of Net Sales target
- Implemented category leadership plans on 80% of business including exclusivity on major categories.
- Opened an office in Dartmouth and transformed customer partnership from worst ranked vendor to mid-tier (33% improvement)
- Led social responsibility planning including partnership programs with Feed Nova Scotia

PROCTER & GAMBLE:**2010-2018**Director, Sales – Walmart Canada Health & Grooming

Responsible for leading exceptional execution of a multi-category sales plan that delivers on the customer joint business plans and P&G's internal targets. As a member of the Walmart leadership team I am responsible for enabling my team by removing barriers and supporting with escalation to Walmart Senior Directors/VP's while negotiating win-win agreements.

- +250M in sales/\$48M in trade spend
- Took over a business that was off track to hit the yearly quota. In 2 months I added over \$1.3M in plans to hit the top and bottom line targets.
- Closed Walmart Canada yearly Joint Business Plan negotiation with external targets ahead of internal targets and below budget. Was able to return trade to help over deliver my targets.

Director, Market Strategy & Planning - Gillette Canada

Jan 2015-March 2017

Responsible for leading and setting the direction for a multi-functional team of 11 people including Sales, Brand, Finance, Consumer Research, and Product Supply. Was a member of the global leadership team responsible for setting and executing the go to market strategy in Canada (Top 10 market globally).

- +260M in sales/\$36M in Trade Spend
- Co-developed 5 year category vision, NA/Global leadership and lead execution with Canada Marketing and Sales
- Led an end to end process improvement that removed in-efficient touchpoints and streamlined communications across the organization (sales → Canadian business unit → NA/Global business leaders)
- Led Gillette to its first year of profitable growth since 2010 and delivered profit growth ahead of sales every year on the business
- Re-invented Gillette go to market strategy and was the first country to deliver volume share growth 6 months a head of target.
- Designed and successfully executed a go to market strategy that over delivered targets in distribution (105 IYA), feature (112 IYA), display (115 IYA) and price mix (105 IYA)
- Delivered 183% growth vs year ago in highly competitive Ecomm channel.

Senior Account Executive, Market Strategy & Planning - Baby Care Canada

2013 - 2015

Senior Account Executive, Home Care - Walmart Canada

2010 - 2013

TRANSPERFECT TRANSLATIONS AND TRANSLATIONS.COM

2007 - 2010

Director, Business Development

Launched the Toronto office managing regional business development activities to generate new revenue for the Consumer Products and Legal industries. Transferred to Translations.com where I was responsible for launching the business in Canada. Working closely with the US I was able to leverage company assets and lead the national business development activities with a focus on technology sales, website and software localization.

- Yr 1 as a director for TransPerfect I was able to grow portfolio by 150%
- Reached 150% of my technology sales goal for 2009. Also achieved 65% of my technology sales goal for 2010 by the end of February
- C-level and VP-level consultative sales. Negotiated agreement terms and pricing with Fortune 500 companies

Account Executive (September 2007 - August 2008) / Account Manager (January 2007 - September 2007)

AWARDS:**2019 Kraft Heinz Partnership Shares:** Given to <1% of top performers**2016 and 2013: Platinum Power of You:** This award is reserved for top 2% of total organization.**2014 CEO Award:** The CEO Award is given each fiscal year to a very select group of employees (top 2% -3% of company). This award is intended to recognize truly outstanding results and sustained excellence delivered by the employee over the year.EDUCATION

University of Ottawa, Ottawa, Ontario

Bachelor of Commerce, with an option in Finance, Co-op program