

# GEOFFREY L. JOY

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## PROFESSIONAL SUMMARY

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**Sales Field Supervisor** that develops and implements successful territory sales and merchandising models; effectively trains, motivates, and evaluates sales team to achieve objectives; and continuously improves in the areas of quality, volume, expense control, and customer satisfaction.

### Functional Experience

Sales, Marketing, Distribution, Operations, Purchasing, Customer Service, Warehousing

### Selected Skills

- Brand Development
- Training & Development
- Trade Execution
- Market Strategy
- Customer Satisfaction
- Quality Improvement
- Process Improvement
- Performance Management
- Project Facilitation

## PROFESSIONAL EXPERIENCE

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### COCA-COLA BOTTLING OF BUFFALO INC., Tonawanda, New York

1979 - 2010

#### **Sales Field Supervisor** (2001 - 2010)

Supervised a team of seven Sales Account Managers representing 350 accounts across three market classes and six counties in the WNY area. Executed local and national promotional programs. Trained, monitored, and evaluated performance in the areas of Safety, Quality, Volume Growth, Breakage Reduction, and Innovation. Developed relationships, keeping customers up to date through quarterly brand and package performance reviews.

- Consistently achieved a sales objective of 2.5% growth, for my team, through 8 of these 9 years; grew total volume of this area to more than 550K units annually.
- Brought the overall Quality Rating measure to below 2.0% overage product in the market; received accolades for attaining a rating of 0.37%, one of the best ratings in the country.
- Worked with Marketing to successfully develop and launch new programs and products.
- Developed sales territories, call days, and delivery routes.
- Participated on a Focus Team that developed and implemented the company pocket guide to Operational Sales and Merchandising Excellence.
- Facilitated a focus group to overcome the financial impact from the loss of Monster Energy Beverage from our franchise.
- Participated on a focus group that developed the company Web site.
- Participated on successful three-year mission planning team.
- Acted as Facilitator in the implementation process for several company initiatives.

#### **Account Manager** (1998 - 2001)

Managed sales of 11 retail outlets, consisting of supermarkets and mass merchandisers in the Buffalo area. Oversaw standards for proper merchandising and product quality within my sales territory. Built strong client relationships and identified/landed new potential customers.

- Applied company programs to achieve sales volume growth, increase market share, and ensure customer satisfaction.
- Achieved top sales performance objectives each year.
- Increased market share and improved product quality rating in territory.

## **PROFESSIONAL EXPERIENCE (CONTINUED)**

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### **Distribution Manager (1994 - 1998)**

Supervised, scheduled and trained a staff of 32 drivers and a dispatcher. Managed all distribution operations, adhering to established budgetary guidelines. Ensured that proper procedures were followed regarding safety, quality, and breakage. Effectively resolved any service issues.

- Combined 4 distribution channels into 3, reducing fuel consumption, and overall fleet capital expenditures and expenses.
- Established a 4-day flex work week reducing overtime, department expense, and improving customer delivery needs

### **Warehouse/Fleet Manager (1990 - 1994)**

Managed a staff of 12 warehouse personnel, 4 truck and vehicle mechanics, and 1 warehouse supervisor. Maintained the safe fleet operations of 40 trucks, 45 automobiles, and 9 forklifts. Prepared budget and purchased capital equipment, parts, and supplies. Supervised facility maintenance, and make capital improvements. Maintained optimum levels of inventory consisting of 150 SKUs.

- Established warehouse picking system that accommodated in-house production, loading & shipping.
- Changed suppliers, putting to bid services and usage for collision, repairs, and inventory supplies, resulting in substantial savings in all areas.

### **Warehouse Supervisor (1988 - 1990)**

Supervised the 24-hour operation of a satellite shipping facility, including budget development and management. Managed ordering and inventory levels for a 100 SKU warehouse. Managed the facility and grounds upkeep.

### **Materials Handler (1979 - 1988)**

Performed duties for warehouse, production, shipping /receiving operations.

## **TRAINING**

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- Facilitator Training Level 2
- TPM Total Product Management
- Intro to Hazardous Material Regulations
- Decision Driving Driver Trainer
- Leadership through People Skills
- Excel, Access, Microsoft Word, Pro Space
- QMS Quality Management skills
- CDL Class A Certified