

ROBERT D. GILHAM

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PROFESSIONAL SUMMARY

Accomplished Marketing Professional with diverse experience across multiple distribution channels at both the retailer and vendor levels. Strong background leading cross-functional teams. Analytical leader with excellent communication, organizational, and problem-solving skills.

Functional Experience:

Category Management, Product Management, Product Development, Project Management, Promotion Planning & Assessment, Website Development, Budgeting, Auditing, Operational Oversight

Computer Skills:

Prism Programs, Cognos, Stratum, Nielsen DDEW, Microsoft Access, Excel, Word, and PowerPoint

Management/Marketing Skills:

- Strategic Planning
 - New Product Launches
 - Process Auditing/Analysis
 - Trade Management Systems
 - Packaging Design
 - Pricing Strategy
 - Trade Marketing Budgets
 - SKU Rationalization
 - POS Design
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PROFESSIONAL EXPERIENCE

BUSH INDUSTRIES, INC., Jamestown, New York

2007 - 10/2010

A leading producer of ready-to-assemble (RTA) office furniture for the U.S. market, with headquarters in Jamestown and operations in New York, Pennsylvania, Nevada, Germany, and China.

Category Manager (2007 - 2010)

Provided actionable category insights, intelligence, and recommendations while assigned primarily to the OfficeMax and Staples accounts. Worked as a member of the OfficeMax RTA furniture team in a formal Category Captain relationship. Shared monthly reports with Bush senior management and provided strategic and tactical direction for promotion planning, product development, pricing, and channel marketing initiatives.

- Led analysis of performance and trends within the \$250 million RTA category at OfficeMax with access to all category data, including competitor margins. Covered all product lines and distribution channels. Tracked sales, margin, and inventory performance at the vendor, class, subclass, and SKU levels.
- Identified optimal promotion types, times, discount levels, and products through extensive and detailed analysis of promotional performance at all major accounts in the retail and e-com channels. Created plan to increase average retail promotion lift by 75% at OfficeMax.
- Constructed and implemented new classification system for 10,000+ RTA sku's at OfficeMax, increasing category clarity and visibility.
- Designed plan-o-gram matrix for OfficeMax to increase sales more than \$10 million by localizing product assortments based on performance measurements across multiple product attributes.
- Saved \$4 million in annual sales for Bush by convincing OfficeMax to adjust pricing on a major product line rather than discontinue it entirely.
- Presented semi-annual category performance reviews to OfficeMax management. Provided strategic and tactical direction on product assortment, inventory levels, channel trends, pricing, and market developments.
- Identified and resolved errors in excess of \$3 million in OfficeMax's internal sales reporting systems. Identified programming errors in the Nielsen DDEW data portal.
- Shared category insights with Bush product management teams to ensure product offerings were based on optimal colors, design features, functionality, and pricing according to market data.
- Created new commercial plan-o-gram strategy for Staples to cut product distribution by 72% while maintaining 73% of existing sales.
- Trained new category analysts from other leading category captains at the request of OfficeMax.

PROFESSIONAL EXPERIENCE (CONTINUED)

SORRENTO LACTALIS, INC., Buffalo, New York

2001 - 2006

Leading US producer of Italian and specialty cheeses and dairy products, with headquarters in Buffalo.

Marketing Analyst (2004 - 2006)

Executed all marketing functions for the Foodservice Division including product management, trade marketing, product line strategies and tactics, pricing strategies, new product development, SKU rationalization, and website development. Led cross-functional teams; oversaw trade spending of national sales force.

- Directed selection, implementation, and utilization of Synectics trade management software system to provide streamlined management of foodservice trade marketing budget; met all key objectives.
- Analyzed and approved trade spending across 1,500 customers, 200+ SKU's and 40 sales territories against \$13 million budget. Eliminated over \$500k in wasteful spending.
- Controlled foodservice pricing system with responsibility for over 18,000 customer/resource price points and \$250 million in sales. Maintained over 99.9% pricing accuracy.
- Led cross-functional SKU rationalization team. Eliminated over 75 underperforming products; captured over \$500k in savings through product mix changes and increased manufacturing efficiencies.
- Coordinated 2-year update and modernization of foodservice website and extranet; controlled all site content and features; coordinated security protocols and access privileges for employees, customers, vendors, brokers, and sales force.
- Executed packaging changes on over 200 SKU's to comply with trans-fat labeling requirements. Ensured packaging met all other legal requirements.
- Led cross-functional New Product Development Team for multiple SKU's. Coordinated all aspects including R&D, QA, packaging, costing, and profitability analysis.
- Monitored dumps, downgrades, shortages, and customer service issues for all foodservice products. Worked with Production and Distribution to implement corrective actions and preventative measures.

Internal Auditor (2001 - 2003)

Controlled multiple trade management software systems for retail, foodservice, and industrial sales channels. Approved every trade marketing event across \$65 million trade budget. Conducted field audits of retail trade promotions. Created reports for senior management and audit reports detailing trade spending efficiency.

- Uncovered \$1 million of fraudulent, questionable, and unjustified trade spending by retail brokers through field audits. Utilized AC Nielsen data, spin reports, and shipment & billing data to validate customer claims.
- Directed implementation/utilization of Synectics trade management software system for retail distribution channel. Coordinated transfer of data for \$50 million retail trade budget from Gelco system to Synectics. Received commendation and bonus from CEO of parent company for outstanding performance on project.
- Gave final approval for 30,000 trade marketing events. Provided tighter control of spending programs.
- Served as program administrator simultaneously for both the Gelco and Synectics trade management systems. Controlled security protocols and access privileges for employees, brokers, and sales force.

ROBERT GILHAM ASSOCIATES, LTD., Hamburg, New York

1992 - 2000

Marine surveyors, engineers, and safety consultants for the civilian maritime industry.

Surveyor

Contracted by cargo owners, insurance companies, and port facilities to perform on-site surveys of trans-oceanic cargo being loaded and/or discharged at various ports across the country. Routinely worked with international crews. Provided full reports on cargo conditions and transfer efficiencies.

- Surveyed at least \$25 million worth of cargo on an annual basis; loads of 20,000 metric tons or more. Ensured zero or minimal cargo loss or damage.

EDUCATION

CANISIUS COLLEGE

Master's Degree - Business Administration, 2000

STATE UNIVERSITY OF NY AT BUFFALO

BS - Business Administration, 1991