

JOHN DAVIDOWITZ

Experienced natural products sales & marketing executive with proven track record of developing strategies & implementing programs across multiple channels. Extensive experience in sales, marketing, retail operations, category management, data analysis, media strategy, and product innovation

PROFESSIONAL EXPERIENCE

CORE Foods, Brooklyn, NY

2018 – Present

Chief Revenue Officer (9/18 - Present)

- *Developed and led the launch of an emerging functional snacking brand: Achieved distribution in more than 12,000 stores nationwide in less than two years with key customers including City Market, Hannaford, Shaw's, Whole Foods Market, Target, Walmart, and Natural Grocers*

PUR Gum & Mints, Toronto CA (Home Office in Brooklyn)

2017 to 2018

Sales Director (3/17-9/18)

- *Second US employee for PUR Gum & Mints and helped drive >200% annual growth with key customers including UNFI, Whole Foods Market, Barnes & Noble, Shop Rite, Big Y, and Thrive Market Online*

PERGAMENT LOHAS FUND (Brad's Plant Based & Little Duck Organics), New York, NY

2015 to 2016

Executive Director of Sales, Marketing & Strategy (12/15 – 12/16)

- *Developed Sales Strategy for Brad's built upon three pillars: Quality, Value, & Solutions Provider for key accounts including Safeway, Jewel, Abold, Kroger, Whole Foods & Wakefern*

THE HAIN CELESTIAL GROUP (HCG), Lake Success, NY

2010 to 2015

Director of Retail Operations - (8/15 - 12/15)

- *Reporting directly to the Chief Sales Officer, the Director of Retail is responsible for supporting all Hain retail initiatives to ensure Company and Customer retail standards are met and volume is increased.*

National Account Manager – Whole Foods Market (2/13 – 7/15)

- *Planning and coordinating the sales and category management of the Hain Portfolio of Grocery brands for Whole Foods Market, HCG's largest customer.*

Senior Brand Manager – Ingredients Brand Group (7/10 – 1/13)

- *Innovation, P&L management, and price strategies for a \$130 million portfolio of brands including: Arrowhead Mills, MaraNatha, SunSpire Chocolate, and DeBoles Pasta*

WHOLE FOODS MARKET, Seattle, WA/Englewood Cliffs, NJ

2006 to 2010

Northeast Regional Grocery Buyer (4/08 – 6/10)

- *Category Manager & Promotions Buyer for Grocery, Bulk, Frozen and Dairy, which included balancing product mix of national and regional brands, developing merchandising plans, and establishing pricing strategies for a grocery program that grossed >\$6 million weekly*

Associate Store Manager (ASTL)/MBA Leadership Development Program (7/6 – 3/08)

- *Oversaw all aspects of retail operations for two locations and exceeded margin targets by >175 Bps, delivered identical sales growth > 8%, and drove record Net Income growth from 8.27% to 12.5%*

MARKETING, MEDIA & ADVERTISING, NY, NY

1995 to 2004

- Digitas (1999 – 2004)
- MEDIA.COM (1998 – 2004)
- McCann-Ericson Worldwide (1997 - 1998)
- D'Arcy Masius Benton & Bowles (1995 - 1997)

EDUCATION

CORNELL UNIVERSITY, Ithaca, New York

2004 to 2006

M.S. Applied Economics & Management

- Concentrations: Food Marketing & Distribution, Behavioral Economics
- Thesis: Direct Sales & Marketing and the Impact on North American Wineries

UNIVERSITY OF COLORADO AT BOULDER, Boulder, Colorado

1988 to 1993

B.A. American Studies, Minor: History, Concentration: Skiing