

# JOHN THOMPSON

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## SALES – OPERATIONS- PURCHASING- MARKETING

**Strategic Business Planning • Category Management • Vendor Management & Negotiations  
Competitive Analysis • Business Development • Supply Chain • Leadership Development  
Business Innovation • Operations Reengineering • P & L Accountability • Cost Optimization**

*Highly accomplished, results driven leader with a broad base of experience. A proven ability to evaluate and effect existing business as well as identify new opportunities. A leader with a history of mentoring and developing team members into positions of greater responsibility.*

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### PROFESSIONAL EXPERIENCE:

#### **FRESH CHOICE FOOD DISTRIBUTORS**

Nashville, Tennessee

*(Distributor of fresh, frozen, and dry food products to more than 800 restaurants in a 150 mile radius)*

##### ***Vice President Sales - Marketing***

**2008 to Present**

Oversee and manage sales, purchasing, and administrative functions of a 30,000 square foot distribution center and an offsite fresh poultry processing operation. Additionally in charge of strategic initiatives, reviewing operations, and developing a plan of attack while instituting structure and accountability. Efforts led to Choice Food Distributors being named as one of Nashville's fastest growing companies.

- Developed an overall strategy and provided guidance in the development of marketing and vendor development programs, bringing structure where there was none.
- Drove the development and implementation of an online order entry system for current customers. The company has seen an increase in average order sizes due to complete database access.
- Built and implemented buyer stock status reporting as well as best practices for purchasing procedures and standards. This led to an increase in fill rate from 85% to 99.5%
- Reduced inventory by 40% since 2008 by maintaining fill rate while increasing sales volumes. Developed and implemented KPI and Flash reports.
- Created a marketing strategy utilizing bill backs and leveraging vendor support, resulting in an increase of more than \$200,000 in new revenue.
- Organized and trained the sales teams, setting accountability standards and implementing a commission program for outside sales associates.

#### **HAYSEED FOODSERVICE**

Huntsville, Alabama

*(Alabama's oldest foodservice distributor serving Alabama and parts of Tennessee)*

**2002 to 2008**

##### ***Director of Purchasing - Marketing***

**2005 to 2008**

Managed frozen, refrigerated and dry food products for this \$55 million dollar food distributor. Led a team of category managers to improve fill rate and turn results.

- Took over broken operation and installed a structure where there was none previously.
  - Led the development of an annual marketing program that resulted in more than \$1,000,000 dollars in new revenue.
  - Increased fill rate from 90% to 98% through focus on key performance indicators.
  - Implemented a bonus program for buyers based on inventory dollars, turns, fill rate, and loss.
  - Organized and developed an annual food show program.
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**PROFESSIONAL EXPERIENCE** *(continued)*:**HALSEY FOODSERVICE**

Huntsville, Alabama

**General Sales Manager****2002 to 2005**

Responsible for all foodservice sales activities (25 Sales Representatives and 3 District Sales Managers), accounting for approximately \$55 million in annual sales. Led the inside and outside sales teams while maintaining business relationships with customers.

- Introduced the multi-unit casual dining segment to the company where there had been no previous penetration.
- Evaluated and dissected delivery operations eliminating a 2<sup>nd</sup> city truck that was being used as a crutch and incurring tremendous unnecessary expense.

**PFG LESTER**

Lebanon, Tennessee

*(Formerly Kenneth O. Lester, now a part of the nation's largest foodservice distributor, Performance Food Group)*

**Foodservice Specialist - Sales****1997 to 2002**

Developed and managed a \$3.5 million dollar territory, increasing sales by more than 300% over a two year period. Maintained lasting relationships that carried over to subsequent companies.

- Named "Salesman of the Year" in 2000, 2001.
- Received "Chairman's Board" Performance Food Group Award in 2001.

**SPICOLI'S ITALIAN GRILL**

Florence, Alabama

*(Nationally recognized as one of the top restaurants in the state of Alabama)*

**Owner / Manager****1995 to 1997**

Built from the ground up partnership in restaurant start up. Responsible for all daily operations of the restaurant including profit and loss, food costs, liquor and labor costs, and advertising and public relations.

- Recognized in *Southern Living Magazine* as one of the top restaurants in North Alabama..

**COURT STREET CAFÉ (CAFÉ CONCEPTS INC.)**

Huntsville, Alabama

*(Local restaurant chain with three units)*

**Vice President of Operations****1989 to 1995**

Responsible for the daily operations of 3 stores with sales of \$1.5 million each.

- Implemented training development program and evaluated management team on a monthly basis.

**UNIVERSITY OF NORTH ALABAMA**

Florence, Alabama

*Completed 3 years of courses towards a Bachelor's Degree in Marketing*

*Advisory Board Member – Select Marketing / IFDA Member*