

MICHAEL HACKBARTH

Address: 6013 Hewson Road, Lakeview, New York 14085 **Phone:** 716.627.4369
Email: MikeHackbarth5@gmail.com **LinkedIn:** <https://www.linkedin.com/in/mike-hackbarth-ba71bb18>

INTERNATIONAL SALES AND MARKETING BUSINESS EXECUTIVE

Qualifications Profile

Award-winning International Vice President of Sales & Marketing with exceptional communication skills to drive incremental domestic and export profitable sales through expertise in developing trade specific solutions, strong relationships, effective marketing programs, multi-level partnerships, and cross-functional teams

- Nationally distinguished and acclaimed exporter by the U.S. government for developing a successful long term international business, consistent growth trend, international focus, and record of outperforming competition
- Passionate and high energy export professional equipped with first-rate international business knowledge and track record of creating global sales and marketing strategies to acquire new customers and develop new markets

International Areas of Expertise

Strategic Sales, Business and Supply Chain Management | Financial Analysis and Control (P&L) | Price Optimization
Strategic Partnerships | Marketing | **Brand, Private Brand and Contract Manufacturing** | Trade Shows & Missions
Business Development | Budgeting | New Market Research | Government Export Support | **Customer Acquisition**

Professional Experience

Steuben Food Inc. | Elma, NY

SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT AND PRIVATE BRAND

September 2016

- Aggressively recruited to create new private brand and export businesses for leading contract manufacturer
- **Employed attention to detail in evaluating production capacities, formulations, packaging, customer service, logistics and warehousing to identify deficiencies, solutions and investments needed for new business**
- Formulated private brand and export business plans including product formulations, packaging strategies, plus secured meetings with key U.S. Exporters. U.S. and Canadian Retailers by utilizing industry relationships and expertise

The Fremont Company | Fremont, OH (2006–2016)

VICE PRESIDENT OF PRIVATE BRAND AND CUSTOMER DEMAND

2013–2016

- Performed an instrumental role in developing corporate objectives, strategies, education, and performance criteria as part of the executive leadership team with a leading food manufacturer and exporter
- Spearheaded all corporate export business development initiatives; managed multiple sales disciplines including private brand, international and contract manufacturing businesses as the private brand division; plus, managed logistics and customer service teams to effectively execute significant company international expansion and diversification
- **Developed and executed sales strategies to identify and pursue new supermarket, export, contract pack, club, and discount channel businesses generating incremental \$23M (+184%) of private brand division sales in 10 years**
 - Secured and led complex integration of large CPG co-pack partnership with U.S. and Canadian sales of \$13M annually
 - **Served as driving force to increase private brand international business from \$2M to \$10M annually in ten years; as well as provided executive guidance on an additional \$2M of European branded business**
 - Initiated and led a new category launch for top international customer generating over \$1 million annually
- Fiscal year 2016 total division sales grew \$5M (+17%) versus 2015 fiscal year
- **Calendar 2015 and fiscal 2016 international business grew (+20%) versus prior year, despite strong U.S. Dollar**
- Increased awareness with comprehensive marketing plan: targeted trade advertising, digital marketing and trade shows
- Assessed costs to create new business opportunities driving profitable incremental sales, monitored existing customer programs, plus implemented market and currency based price adjustments to ensure consistency of profitable businesses
- Improved supply chain operations for domestic and international businesses through organizational restructure, new hires, developing performance metrics and re-negotiating vendor contracts to minimize capacity issues and play a critical role in major company acquisition
- **Earned 2016 “President’s E Award” for Excellence in Exporting from U.S. Commerce Department**
 - One of 64 American manufacturers and one of only 2 food manufacturers exporting goods honored in a Washington DC. ceremony by the U.S. Secretary of Commerce
- **Received recognition as one of top three supplier partners with major export brand owner for long term dedication, commitment and understanding of their unique international business needs**

MICHAEL HACKBARTH

The Fremont Company | Fremont, OH (2006–2016) (continued)

VICE PRESIDENT OF PRIVATE BRAND | DIRECTOR OF PRIVATE BRAND SALES AND MARKETING

2006–2013

- **Expanded business beyond U.S. supermarkets by developing custom programs catering to special needs of exporters, foreign retailers and importers; plus, created unique partnership to supply Canadian retailers**
- Launched new systems, policies, and strategies to more effectively manage the business and targeted growth
- Developed cost analysis models to establish profitable programs and more effectively control retail bid processes
- Created comprehensive Nielsen reports and presentations from value priced SKU rank data to assist with internal evaluations and provide category expertise and reference to international business partners
- Initiated company acquisition and category expansion into two new CPG food categories
- Created industry ketchup category expertise and leadership through successful marketing campaigns with articles, advertisements, presentations and other collateral as acknowledged by winning 2013 “Category Colonel Award” from the readers of Private Label Buyer Magazine
- **Earned 2012 “Think Global-Exporter of the Year Award,” from the marketing partner of the U.S. Foreign Service honoring international success of American businesses’ export commitment and performance**

E.D. Smith Ltd. (Now part of Treehouse Foods) | North East, PA

DIRECTOR OF BUSINESS DEVELOPMENT AND MARKETING

2003–2006

- Managed alternative trade channel business unit, as well as corporate sales administration and marketing initiatives
- **Implemented corporate systems, policies, forms, cost analysis, and reports for total organization to support overall company sales growth of \$24M (+171%) within four years and make company an attractive acquisition**
 - Drove sales growth of \$3M (+31%) through top level negotiations at established dollar store and co-pack customers
 - **Increased business unit from \$6M to \$14M (+125%) by successfully expanding customer base and product mix**
- Pioneered operational and package changes to meet unique demands of limited assortment stores and export businesses
- Conceptualized business plans and product development processes for two new national product category launches
- Devised comprehensive sales and marketing plans to improve company image, increase customer base and institute a category leadership position which earned the Salad Dressing “Category Colonel Award” for three consecutive years
- Rendered first-rate support to owner with information analysis, recommendations, multi-department collaboration, and presentations to develop strategic business decisions and the sale of the company

Carriage House Companies, Inc. (Now part of Treehouse Foods) | Fredonia, NY

INTERNATIONAL SALES AND MARKETING MANAGER | BUSINESS DEVELOPMENT AND MARKETING MANAGER

1997 - NAGE

- Successfully marketed and expanded export sales program to evolve into the most profitable business zone
- **Developed business plans and relationships to initiate export focus and alternative trade channel sales**
- Provided company’s national sales team with export support, award winning marketing support, product development management, and price optimization control to exceed corporate retail sales and profit objectives

Education

Bachelor of Arts in Business Administration and Marketing • Carthage College: Kenosha, WI
Paid for college personally and graduated within 3 and a half years Cum laude

Professional Development

On-Demand Executive Leadership Development Program

The University of Toledo College of Business and Innovation Global Target Program

Saint Joseph’s University Private Label Manufacturers Association Executive Education Program

Participated in Numerous Export Educational Programs, Food Shows and U.S. Trade Missions World-wide

Professional Affiliation

FMI Private Brand Leadership Council – Executive Committee

Private Brand Executive Share Groups

Activities

Lake Shore Little League • Coach, Director of Marketing, Secretary – Board of Directors