

Joseph O. Lothamer
In-depth expertise in wholesale/retail food industry
Proven track record in export sales

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- Qualifications**
- Results-oriented professional with 30 years experience in food business.
 - In-depth expertise in the wholesale and retail food industry, including manufacturers, supermarkets, specialty food stores and natural food stores.
 - Detailed knowledge of exporting dried fruit products.
 - Enthusiastic team player with strong problem solving and organizational skills.
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Professional Highlights

- Export Sales Manager** Shoreline Fruit LLC, Traverse City, Michigan (9/2006-9/2011)
- Developed an international sales department for dried fruit products, including cherries, blueberries, cranberries and apples.
 - Initiated participation in the USDA's Branded Program, a 50% reimbursement program on all expenses used for international marketing.
 - Created a company-wide standard operating procedure for exporting product out of North America. Work included residue verification, certifications, shipping, customer qualifications and payment terms.
 - Organized and planned all activities for participation in international trade shows.
 - Developed a direct ship pallet program for 4-pound boxes of dried fruit products to upscale produce markets and supermarkets in Michigan.
- Director of Promotions** Cherry Marketing Institute (CMI), Lansing, Michigan (6/1996 – 9/2006)
- Developed and implemented domestic and international promotion programs with a budget of approximately \$400,000.
 - Created cost-sharing marketing programs for cherry processors and product companies. Included group advertising, domestic and international trade show.
 - Wrote grants that resulted in more than \$700,000 in funding from the United States Department of Agriculture and the Michigan Department of Agriculture.
 - Launched four new cherry products for supermarkets and specialty food stores after completing a market research study.
 - Initiated company's marketing efforts in Germany and Mexico, including visiting distributors, developing advertising programs and exhibiting at trade shows.
- Sales and Marketing** Spartan Stores Inc., Grand Rapids, Michigan (1981 – 1996)
- Team leader, Detroit Metro Spartan Stores, organized a sales force to call on 75 Spartan stores in southeastern Michigan.
 - Coordinated ad group of 35 stores; negotiated vendor contracts and media buys
 - Initiated Spartan's private label marketing program.

Education

Bachelor of Science, Western Michigan University, Kalamazoo, Michigan
Double major: Food Distribution and Agriculture Distribution
Special emphasis: International marketing and consumer product distribution
Pursuing Certified Global Business Professional Credential (CGBPC) certification