
MICHAEL J. BELICA

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SALES AND MARKETING EXECUTIVE

Background encompasses 12 years as entrepreneur followed by 14 years in sales and marketing for privately held company. Sales executive with extensive national, international and local experience with clients across multiple industries, including retail grocery distributors, retail chain accounts, foodservice distributors and foodservice chain accounts. Possess a range of strategic and tactical skills in dairy deli program development, set design, product development and broker networking and distribution. Education includes MBA and BA Psychology

- ✓ Strategic Sales and Marketing Planning
 - ✓ Direct sales into foodservice and retail channels
 - ✓ Government regulations
 - ✓ State and federal government funding
 - ✓ New Product Development and Sourcing
 - ✓ Sales channels in China and Central America
 - ✓ National and International Distribution
 - ✓ Bring new products to market
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PROFESSIONAL EXPERIENCE

Dutch Farms, Inc. – Chicago, Illinois

1998 to 2011

Vice President of New Business Development (1998 to 2011)

Vice President of Sales and Marketing Clearview Cartons, Inc. (2008 to 2011)

Director of Sales National Pasteurized Eggs, Inc. (2005 to 2008)

Joined this family owned \$350 million dollar refrigerated food distributor after selling my company to them. My company was acquired to bring additional sales and revenue to a fledgling regional deli program. Within the first year, I moved to national sales and distribution. I was then given the additional responsibility of Director of Sales National Pasteurized Eggs to help bring the company out of bankruptcy. After helping stabilize the company, I was asked to take the role of Vice President Sales and Marketing of Clearview Cartons, Inc. a start-up plastic egg carton producer. During my tenure with both National Pasteurized Eggs and Clearview Cartons, I held the position of Vice President New Business Development Dutch Farms where I continued to develop national accounts and started an international business unit.

Direct strategic sales, distribution and implementation planning. Marketing program conception and implementation. New product design and sourcing. FDA liaison, negotiated product definitions. Developed nontraditional channels of sales. Maintained relationship with government trade associations to bring in matching funding.

Accomplishments:

Vice President New Business Development

- Instrumental in developing national warehousing and distribution program for Super K-Mart resulting in over \$100 million in sales.
- Developed and sold national warehousing and distribution program to Wild Oats resulting in \$50 million in sales.
- Developed and sold national deli / bakery program to start-up Super Target resulting in \$8 million in sales.
- Opened new sales territory in China and South America resulting in \$1 million additional revenue.
- Generated and maintained a \$1 to \$1 government sponsored matching fund to promote export sales resulting in \$25,000 (Government sponsorship) with the potential to expand to \$350,000

Vice President Sales and Marketing – Clearview Cartons, Inc

- Took start-up egg carton company from zero sales to \$1.5 million in two years.
- Developed company web site increasing visibility and drawing in new customers
- Changed carton design to reduce damage and facilitate a wider variety of labeling options.

Director of Sales National Pasteurized Eggs

- Held together bankrupt pasteurized egg company and added revenue by developing national retail and foodservice accounts. Company currently generating \$50 million in sales.
- Recruited president of the company. Currently still there.
- Opened first food service distributors: Sysco, U.S. Foodservice, Alliant Foodservice, and Shamrock Foodservice.
- Opened major retail accounts: Publix, H.E.B. and Safeway

Belica, Incorporated – Chicago, Illinois
Founder and Owner

1991 to 1997

Wholesale Food Distribution Company specializing in all aspects of delicatessen and in store foodservice products. Inside sales people would generate order that would be picked and pulled for delivery the next day. The company was purchased in 1997 by Dutch Farms, Inc.

Sales, marketing, purchasing and general management. Responsible for all aspects of day to day operations and long term planning.

Accomplishments:

Sales,

- Grew company from zero sales to over \$5 million annual sales.
- Developed customer base from 12 accounts to over 200 accounts.
- Developed a regional distribution network to increase coverage and expand territory.

Marketing,

- Developed custom promotional programs for individual customer to increase sales and bar competition from entry.
- Instituted a monthly program to launch new items or reinforce seasonal items.
- Published monthly promotional flyer to generate lift on slow moving items and price lead on volume items.

Purchasing,

- Developed vendor network to increase non-inventoried offerings to customer to over 500 items.
- Established a just in time inventory system for inventoried items to reduce overhead and increase shelf life.

General Management,

- Hired and managed a staff of 7 employees.
- Automated order entry, inventory and accounts receivable systems to increase efficiency and reduce payroll.
- Built 4,000 sq. ft. warehouse on Fulton Market Street. (Chicago's Wholesale Food District)

M.J. Belica & Son – Chicago, Illinois
Route Driver and Salesman

1979 to 1991

Family owned food Distribution Company specializing in ethnic delicatessen items. Trucks stocked with inventory would stop at accounts and the driver would take and fill an order in the customer's store.

Direct sales, new customer prospecting, inventory management, product acquisition, accounting, truck maintenance

Accomplishments:

- Increased sales from \$300,000.00 annually to over \$1 million annually.
- Eliminate inventory and move company to a just-in-time inventory system reducing overhead.
- Change order system from writing orders in store to telephone pre-order system

EDUCATION & AFFILIATIONS

Master of Business Administration, Loyola University – Chicago, Illinois
Bachelor of Art, Psychology, Wabash College– Crawfordsville, Indiana

Member:

- International Deli Dairy Bakery Association (IDDBA)
- National Restaurant Association (NRA)