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CRAIG E. WURSTER

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Management in various industries including hospitality, retail, manufacturing, and sales. Marketing management and operational management experience combined with extensive expertise in sales of goods and services in all facets of retailing, wholesaling, merchandising, promotions, planning, and logistics. A unique blend of corporate and field experience with an outstanding rapport with clients and colleagues.

- **Vice President Sales & Operations. Juicernet. Jupiter, FL. 10/22 - present. Currently employed. Reason for leaving - the company owner has passed, and the company is for sale.**
Create and execute marketing campaigns for B2B and B2C for domestic and international markets. Increased e-commerce traffic by 20% utilizing Programmatic Ads, SEO, GA4, PPC, SM, and direct marketing including print. Converted CRM to AB Marketing. Develop contracts with new/current domestic and international manufacturers of commercial equipment to support current and new product lines. Coordinate domestic/international transportation. Utilize VAVE to reduce engineering costs. Created US and Canada sales regions for targeted marketing to the following markets: Supermarkets, Hospitality, Education, Franchises, Retailers, Dealers, Healthcare, and independent owners. Expand sales to S. America and the Caribbean. Implemented structure and accountability across multiple departments to reduce costs by 3%. Negotiate with US and International customers for product placement. Work with owners daily for budgeting, short and long-term strategies, and overall daily company operations.
- **Project Manager - Contract. Cognizant Solutions. Miami, FL. 04/2022 - 10/22. Reason for leaving – RBI ended the rPOS program worldwide.**
Directed and supported a domestic and international team of 20 in developing rPIM for a new UI/UX POS system for over 2,500 stores in QA, Pre-Prod, and Production environments for RBI brands Burger King, Popeyes, and Tim Hortons. Created SOP for QA process incorporating multiple departments and assigning daily testing through all stages of applications for POS, Aps, and 3rd party OI. Daily meetings with US and internationally-based department heads to review breakdowns and apply solutions. Created new JIRA reporting and increased detail tracking of tickets and projects to reduce open ticket times and direct project management between multiple departments. Created testing of SPRINT applications and provided feedback. Participated with Operations on standardization, recipe management, and new menu item rollout. Reviewed and adjusted newly created SOP for brand PCAs involving multiple departments.
- **District Sales Manager. US Foods, Alaska. 08/2020 - 04/2022.**
Created marketing tours for customers that included: website design, SaaS, print/electronic media, social media, and overall branding for new and existing customers. Change Management guiding Sales team through conversion from FSA to US Foods programs, procedures, and sales techniques. Managed pricing specifications with IT moving to US Foods on the Ecommerce platform. Assisted with negotiations and operational changes to acquire a \$135/yr. contract with the US Armed Forces and State Government. Managed sales team with revenue of more than \$65M. Hired and trained 75% of the sales force in AK. Negotiated with local vendors and national brokers for large buys and yearly contracts. Worked closely with VPOPS on transportation with barges, By-Pass air freight, and Third Party over-road and air services. Supported integrating USF Inventory Control programs with Operations and Transportation. Reduced miles driven per route, increased case count per route, and increased service scores by working with VPOS and riding with drivers. Worked closely with VP Merchandising to reduce shrink, and adjust to US Foods buying programs, replenishment, and category management.
- **Regional Sales Manager. Pacific Seafood & Premium Meats. Spokane, WA. 04/2017 - 06/2020.**
Provided leadership for 15 Account Executives with accounts in MT, ID, and WA that include National Chains, Multi-unit, Independents, Government, and Distributors. Developed marketing campaigns for Project lead on new product development for Super One Foods, Safeway, and Fred Meyers in NW Market. Created product specs, packaging requirements, manufacturing schedules, and distribution channels. Trained staff in consultative selling techniques, marketing resources, cost reduction opportunities, and new product placements. Signed Glacier National Park to 3-yr contract for protein products. Increased sales by over 11% YoY and increased margin by 1.1%. Worked closely with VPOPS on routing and distribution projects for delivery of products coast to coast and transportation from outside manufacturers as well as company processing plants. Created programs to reduce shrinkage on fresh and frozen products.

- **Marketing Associate - Outside Sales Executive. Sysco. Hamilton, MT. 07/2014 - 03/2017.**
Utilized Google Analytics, GMB, print/electronic media, social media, and overall branding for new and existing customers. Team leader for three states on training Sales staff and customers on new Ecommerce frontend and backend programs. Reported issues and faults back to the Development team to test and release again for UAT. Created flyers, bounce-backs, table tents, and additional POS. Provided overall business consulting that included operations, financing, and marketing. Increased protein sales by 25% in one year, which included fresh seafood, beef, and cut steaks. Worked closely with Chefs and owners to reduce costs and increase margins. Sold SaaS programs from multiple platforms including financial, operational, and staff development. Awarded Chairman Award 2016.
- **Director of Outlets - AGM. AAA 4-Diamond. Renaissance Hotel Marriott. Dallas, TX. 04/2008 - 06/2014.**
Responsible for all F&B Operations and oversight of Maintenance and Front Desk Departments. Lead multiple departments with five direct reports and over 100 FT staff. Ensured property met local, state, federal, and corporate guidelines on HACCP, OSHA, and Marriott standards. Developed yearly budget with GM for the property. Oversight of capital improvement plan. Supported department managers on Action Plans to improve guest relations, streamline operations, and improve training. Organized and executed events for up to 10K attendees. Reduced F&B COGS by redesigning restaurants and banquet menus, working with DOS on selling techniques, adjusting inventory control procedures, and increasing revenue by over 18%. Increased flow-through percentage and NOI to the bottom line by 4.5% in 6 months.
- **Director of Operations. Empire Restaurant Management. Wichita, KS. 07/2002 - 03/2008.**
Designed POP material and negotiated advertising contracts for print and electronic media. Oversight of management operations for 10 restaurants, a 50k sq. ft. event facility, and a catering department. Created new menu items and worked closely with Executive Chefs for all locations. Hands-on manager for FOH and BOH operations including staffing and operations. Expanded banquet/catering revenue by coordinating 4 kitchens and a sales structure. Instituted service standards through multi-level training programs. Event management at an outdoor plaza for up to 10K attendees including entertainment, security, logistics, and F&B. Reviewed and approved contracts for suppliers.
- **Marketing Specialist. Raytheon Aircraft Company. Wichita, KS. 10/1993 - 06/2002.**
Responsible for the marketing and imaging of RAC Customer Support Division (CSD) and its subsidiaries. SAP implementation team lead, worked closely with Six Sigma projects. Coordinated Import/Export projects related to major accounts sales opportunities. Opened new worldwide markets by developing a 4-year marketing platform that identified marketing opportunities, consumer segmentation, worldwide competitive analysis, and product line assessment for RAPID. Maintained relationships with worldwide suppliers and customers through personal visits and conventions. Worked closely with the VP of Sales to establish new suppliers, reduce costs with current suppliers and adjust the delivery chain to utilize the new SAP system and warehouse expediting standards.

EDUCATION and SKILLS

- **COLLEGE**
Masters in environmental studies, Friends University, Wichita, KS
BS Marketing-Administrative emphasis, University of Montana, Missoula, MT
- SAP Implementation, Six Sigma team leadership projects, ISO9001 Trained.
- Computer skills: Zoho, QuickBooks, iContact, G4/Google Analytics, JIRA, Zepher, Postman, Monday, Salesforce, rPim, Sanity, Tandem, Omnitrac, Tableau, AS400, Prism, Various SaaS, Adobe Photoshop & Illustrator, WordPress, GoDaddy, 3D Bluff Titler, Menu Link, Aloha, Micros, MARSHA, PMS, Delphi, Omni, CITY, CIA, ProfitSoar, Microsoft Office, Microsoft Project Manager.