

# Daniel E. McGee

## CPG Sales and B2B Marketing Executive, MBA

10371 Victoria Street, Rancho Cucamonga, CA 91701

Cell: (951) 206-1276

email: [dan@demcgee.com](mailto:dan@demcgee.com)

Web Site: <http://demcgee.com>

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### Professional Profile

Accomplished sales and marketing executive with a proven record of progressive revenue growth and brand development across all major retail classes of trade. Provides strategic and tactical direction, setting market penetration and revenue goals that integrate the competitive, supply chain, and merchandising realities of the market. Possesses a thorough, practiced knowledge of relationship management, sales channel alternatives, and retail selling environments. Creates merchandising, packaging, and promotional programs that drive sales, build trade relationships, and gain brand awareness. Leads through example, manages by objective, and executes responsibilities in light of strategic goals.

- **Revenue Growth:** Principle sales & marketing executive for three consumer products manufacturers. Achieved 12%, or \$3.5 million, average annual increase in new sales for 18 years. Average annual sales under management of \$13.5 million with cumulative new sales contributions of \$210 million during tenures.
- **Brand Management:** Responsible for positioning and growth of 16 brands consisting of 200 SKUs and 4 private label programs. Created class of trade and season specific programs by brand, and put into place the merchandising, communications, and promotional support for national retail placement.
- **Product Development:** Responsible for coordinating new product opportunities, line extensions, and packaging revisions through the development cycle. Created selling opportunities for seasonal and new retail segments by adapting existing production capabilities to new product opportunities. Developed POS packaging, merchandising vehicles, and matched product attributes to emerging market needs.
- **Sales Organization:** Staffed and managed the national sales organization of 6 regional managers and 30 brokers in key metropolitan areas. Built and maintained strong relationships with major national retail headquarter accounts. Instituted the sales plan, budget, and ROI metrics to sustain profitable growth.
- **Account/Business Development:** Relationship management and brand recognition efforts grew the customer base to 250 national and regional retail chains and distributors accounts in virtually all major retail classes of trade providing brand presence in over 20,000 retail outlets.
- **Marketing Communication/Promotion:** Provided the creative direction and content for trade publication advertising, press releases, and new product announcements. Developed three corporate web sites and instituted a web based CRM application to provide a basis for eMarketing, collaborative sales and marketing campaign management, and on-demand collateral support to the national sales staff.

### Experience

06/2006 to 06/2009	<b>Director of Marketing, Consultant, Sales/Marketing Coordinator,</b> USS Corporation Manufacturer of Retail Loss Prevention EAS Systems and CCTV Solutions Provider
06/2003 to 06/2006	<b>Owner,</b> Epic Media Sales National Distributor of Home Entertainment Media
03/2001 to 05/2003	<b>Director of Sales and Marketing,</b> Voortman Cookies/Traditional Baking, Inc. Manufacturer of Cookies, Wafers
08/1990 to 07/2000	<b>National Sales Manager, Director of Marketing,</b> Morris National, Inc. North American Manufacturer/Importer Confectionery, Cookies, Food
06/1986 to 07/1990	<b>Vice President, Sales and Marketing,</b> Debeukelaer Corporation, Madison, MS Manufacturer of Cookies, Wafers

### Education

Post Graduate	<b>Masters of Business Administration</b> Louisiana State University
Under Graduate	<b>B. S. Economics, School of Business</b> University of Southern Mississippi

### Military

US Army, 1 <sup>st</sup> LT	<b>Platoon Leader, Battery Exec,</b> 1 <sup>st</sup> Cavalry Division 1 <sup>st</sup> /68 <sup>th</sup> Air Defense Artillery, Fort Hood, Texas
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**Resume Amplification Follows - References Available Upon Request**

## Employment Highlights

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June 2006 to June 2009                      Director of Marketing                      EAS Systems Mfg/CCTV Integrator

**Position Background:** Provided the marketing and sales support foundation for this national retail EAS Systems manufacturer and CCTV integrator. Created the marketing plan, corporate web site, and web based collaborative CRM application to direct and manage ongoing marketing campaign and sales activities. Develop national account proposals and presentations, sales collateral, and marketing communications support to include press releases, press kit and trade advertising.

June 2003 to June 2007                      Owner/Principle                      Epic Media Sales, Inc.

**Position Background:** Created and implemented the business plan, provided the capital for initial funding, and manage all aspects of this national home entertainment media distributorship. The company's central focus was to provide PC and Video game software merchandising programs for national and regional retail chains. Assortments of game, productivity, and learning software are selected from over 1,200 titles based on the seasonal and category objectives of the retailer, and provided in merchandising displays and POP packaging to fit the selling environment of the retailer.

March 2001 to May 2003                      Director of Sales and Marketing                      Voortman Cookies, Inc., Bloomington, CA

**Position Background:** Joined this west coast cookie manufacturer to introduce a new brand, *Traditional Baking*, to major grocery, drug and mass merchandise retailers throughout the nation. Responsible for building recognition and expanding distribution of the Voortman brand in the western United States. Developed the national broker network and gained permanent and seasonal placement into major national retail and foodservice accounts. Company production facilities consist of three oven lines capable of producing wire cut, rotary dye, and extruded cookies.

August 1990 to July 2000                      National Sales Manager                      Morris National, Inc., Azusa, CA

**Position Background:** This North American confectionery/biscuit importer and manufacturer was my Canadian importer for the Debeukelaer product line. Joined the company as the national accounts/eastern regional sales manager to expand distribution of imported European lines, and form the sales and marketing organization of a new west coast confectionery plant. Developed the national broker network and expanded distribution across all major retail classes of trade. Imported lines consisted mainly of major European biscuit brands while the domestic confectionery operation consisted of three lines producing specialty chocolate and hard candy products.

June 1986 to July 1990                      Vice President, Sales and Marketing                      Debeukelaer Corporation, Madison, MS

**Position Background:** Joined this start up biscuit and cookie manufacturer as a career change into consumer product marketing and sales management. This Belgian cookie entrepreneur provided a mentoring environment, allowing me to put into practice formal marketing principles while providing guidance in the practical management of product development, manufacturing resource management, and distribution channel alternatives. Developed the national broker and distributor network, and gained distribution into major national retail and food service accounts.

January 1980 to March 1986                      Controller                      Kitchens Brothers Mfg. Co., Utica, MS

**Position Background:** Assumed responsibility for the financial and accounting management of this hardwood lumber manufacturer with the objectives of reducing manufacturing costs, streamlining administrative functions, and expanding capital to achieve plant expansion objectives. Developed the prospectus and obtained capital for \$ 5 million plant acquisition. Structured a Type E reorganization for tax free transfer of ownership within the family.

Nov. 1976 to Jan. 1980                      Assistant Vice President, Operations                      H. J. Wilson Company, Baton Rouge, LA

**Position Background:** Coordinated the financial and information systems requirements for the operations division of this \$400 million department store/catalog showroom retailer. Liaison between accounting, data processing, and merchandising divisions to insure store operations requirements were fulfilled.

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**Military Service**

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January 1973 to January 1975    1<sup>st</sup> Lt., Platoon Leader, Executive Officer    1<sup>st</sup> Cavalry Division, Fort Hood, TX  
**Position Background:** Entered the US Army as ROTC reserve officer in Air Defense Artillery. Received formal officer's basic training and specific anti aircraft weapons and tactical coursework at Fort Bliss, Texas. Assigned to the Fort Hood, Texas as platoon leader in the 1<sup>st</sup> of the 68<sup>th</sup> Air Defense Artillery battalion in support of the 1<sup>st</sup> Cavalry Division. Secret clearance. Honorable Discharge.

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**Affiliations**

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06/2007 to Present	National Retail Federation (NRF)	Corporate Representative
06/2007 to Present	Retail Industry Leadership Association	Corporate Representative
05/01/2001 to 04/01/2003	International Dairy & Deli Association (IDDBA)	Corporate Representative
05/01/2001 to 04/01/2003	Private Label Manufacturers Assn (PLMA)	Corporate Representative
02/01/1997 to 05/30/2000	National Confectioners Association (NCA)	Corporate Representative
01/01/1996 to 05/30/2000	International Fancy Food Association (IFFCS)	Corporate Representative
05/01/1988 to 05/01/1989	Mississippi Specialty Foods Assn (MSFA)	President
09/01/1975 to 06/01/1977	Omicron Delta Epsilon (OΔE) Honorary Economics Society	Member

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**Additional Skills**

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Functional Area & Skill Level	Areas of Expertise
<b>Financial &amp; Accounting Management</b> Skill Level: Expert	Experience overseeing and directing accounting functions, and provide financial reports and analysis; i.e. Financial Statement analysis, ROI, Cash Flow, Budgeting, Cost/Breakeven Analysis, Business/Strategic Planning.
<b>Operations, Inventory, &amp; Logistics</b> Skill Level: Expert to Intermediate	Operations Management, Inventory Control (WMS) and Material Requirements Planning (MRP), Project management, Distribution & Freight coordination, Ad Agency Purchasing (packaging, merchandising, graphics arts, advertising),
<b>Software OS and Applications</b> Skill Level: Expert	<b>Microsoft:</b> Server 2003 and XP, MS Office: Access, Word, Excel, PowerPoint, Outlook, Project, Visio. <b>Accounting:</b> MAS 90, QuickBooks. <b>Graphics:</b> Adobe CS3, Photoshop, Illustrator, InDesign, Acrobat, Flash.
<b>Web Development &amp; SEO</b> Skill Level: Expert to Intermediate	<b>Web Development:</b> HTML, CSS, ASP using VisualStudio.net, Expression Web Studio, FrontPage, or Dreamweaver. <b>Database:</b> Microsoft SQL Server, MySQL, MS Access, QuickBase. <b>Languages:</b> MS Visual Basic and Java.

References Available Upon Request