

Michael Hegarty

1542 Brown Street | Tucson, AZ 85719 | (520) 541-3845

Sales Manager with significant successful achievement in volume, profit, and personnel development.

PROFESSIONAL EXPERIENCE

COCA-COLA ENTERPRISES, Tucson Branch August 1996 - Present
Distribution Supervisor (August 2000 - Present)
Account Manager (February 1999 - August 2000)
Cold Drink Account Manager (August 1996 - February 1999)

As Distribution Supervisor, manage all areas of distribution including expense control, fleet, safety, labor flexing, hiring, and training of employees.

- ◆ Interface extensively with sales force on standards, opportunities within venues, and improving customer relationships.
- ◆ Assisted in executing 50,000 case volume in Wal-Mart of Tucson.
- ◆ Work with warehouse manager and employees to improve overall efficiencies.
- ◆ Initiated and executed policies to increase cases per hour over prior (YTD through August) for sideload and bulk delivery as well as merchandising.

As Account Manager, managed home market and cold drink with over 50 accounts, ranging from supermarkets, mass merchandisers, independent superettes, convenience stores, and virtually all cold drink channel accounts.

- ◆ Built relationships with key managers, control inventory, manage space, and develop promotional marketing activities.
- ◆ Placed equipment in Cold Drink Accounts (30 placements - 4th Quarter, 1999).
- ◆ Closed exclusive contract with Tucson School District, won Elway School District food service bid, and beat competition in two new large independent fountain accounts, Hudson's Classic Grill and Hereford & Hops.
- ◆ **As Cold Drink Account Manager**, managed all aspects of assigned territory from the Chandler Branch, including full service, regular cold, wholesale, tell sell, fountain, and equipment.
- ◆ Exceeded budgeted volume and gross profit for territory, Fiscal 1998

OPERATING RESULTS	VOLUME CHANGE	GP/CASE	± GP/PRIOR
Full Service	+ 9.01%	\$6.98	+ \$.33
Regular Cold	+ 17.44%	\$3.78	+ \$.30
Wholesale	-1.05%	\$2.86	+ \$.31

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"Mike's effort enabled us to turn in the best cold drink numbers in the entire division in 1998." - Performance Review
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PROFESSIONAL EXPERIENCE *Continued*

T.W. FOODSERVICE, Phoenix, AZ 1990 – August 1996

Territory Manager (November 1995 – August 1996; 1990 – 1994)

Area Supervisor (July 1994 – November 1995)

As Territory Manager, selected to develop and service a new street sales territory in Phoenix based on proven track record of sales accomplishments.

- ◆ Successfully sold food and related merchandise to restaurants, hotels, pizza parlors, delicatessens, hospitals, and schools, building account base from one national account to over 50 accounts.
- ◆ Exceeded sales and profit budgets every fiscal year.

As Area Supervisor, managed sales and profitability in west central Arizona.

- ◆ Participated in the selection and training of four territory managers.
- ◆ Supervised territory managers while continuing direct involvement with key accounts.

BONJE CORPORATION, Tucson, AZ 1985 – 1990

National Accounts Manager

- ◆ Developed and serviced chain restaurant and institutional accounts for sales of food and non-food products, including major new business / penetration accounts, such as Express Convenience Centers, Subway, Rocky Rococo Pizza, County Kitchens, Bonanzas and Ponderosa.
- ◆ Built skills in proposal writing, presentation, bid negotiation, and new business development.

EDUCATION

ARIZONA STATE UNIVERSITY, Phoenix, AZ

Masters - Business Administration, December 1982; GPA 3.4

Bachelor of Science - Business Administration, May 1981; Business GPA 3.5