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Summary of Key Roles and Accomplishments (1993-Present)

A highly accomplished B-B marketing and sales executive in jan-san, paper and foodservice industries with expertise in key areas including: General Management, Sales and Marketing, Product Management, and International Branch and Export Management and an outstanding track record of bottom line P&L improvement, restructuring and leading successful management teams, and increasing market share through new products and new end user and distribution customer development. Experienced in management of acquisition integrations, intellectual property portfolios as well as litigations, international market development and creating the vision and implementing the direction of a business unit's destiny.

General Management (Structure, Legal and P&Ls)

- Turned around multiple acquisitions and restructured teams to work efficiently for internal and external success.
- Continuous track record of P&L improvement through multiple methods.
- Negotiated several litigations to avoid full lawsuits to positive outcomes for SJCR every time while minimizing expense.

Marketing and New Product Management

- Managed and launched 100s of new products and product upgrades affecting all five SJCR product categories.
- Restructured categories, pricing, departments, catalogs, websites and acquisitions to profitable success multiple times.
- Managed Brands and established brand promises, values and logos.

International Business, Marketing and Branch Management

- Independently started up Branch office in Europe and developed plans for both Mexico and Brazil branches.
- Created structure for SJ World division and drove international marketing to support international branch and export markets as full business division.
- Created multiple internal and external processes and relationships to successfully develop growing, profitable international business.
- Developed trusted relationships with worldwide paper companies, sometimes starting from cold call introductions to multi-million dollar relationships.

Domestic Business Development Management

- Restructured business models in both end user and national distribution development to integrate product, channel and end user needs to reignite profitable growth.
- Developed trusted relationships with key National Distributors and multiple Major End users for strategic partnerships for growth.
- Developed sales team (internal and external) for growth.

Detailed Overview of Key Roles and Accomplishments



2012 – PRESENT

NGenuity LLC—President

Strategic Management & Coaching services for marketing, new business development and team development initiatives.

Successfully consulting for multiple clients in various Business to Business industries including foodservice equipment, lighting, management services, developing their new product, new channel, sales and marketing, organizational structures, voice of customer strategic initiatives and mentoring and developing managers and executives to maximize their potential.

- Reignited innovation with several clients connecting them with end users and inventors to develop innovative products with market based demand.
- Mentored and coached executives and managers for greater success.
- Re-organized teams into better organizational structure that complement business needs and employee strengths.
- Created new business development opportunities for multiple clients based on company core competencies and market need.

1993 – 2012

San Jamar - Chef Revival

Leading global manufacturer of away-from-home paper dispensers and foodservice small wares with focus on new products and end user and channel development with revenue of approx. \$100 million.



2012

Vice President, Marketing and End Users

Responsible for restructuring and leading 17 person marketing department and End User sales team after Private Equity acquisition.

- Reorganized the marketing team by increasing category focus, reenergizing new product innovation initiatives, and eliminating under performers escalating profitability at a rate of 250% growth and top line revenue of 10%+.
- Negotiated exclusive license agreements with multiple inventors for new products.
- Lead and participated with teams to negotiate and sign contracts with nation's largest end user group purchasing organizations and restaurant chains including McDonalds, Sodexo, Premier and Compass.



2010 – 2012

Vice President, Business Development

P&L Responsibility for the managing the company's largest national distribution and end user accounts in jan/san and foodservice through a team of 11 direct employees and 35 independent manufacturers' representative organizations comprised of over 200 people.

- Restructured and hired new sales team to have internal and external based team of sales and channel marketing to focus on top 10 customers.

- Grew all 10 major national distribution accounts 10% - 150% in adverse economic conditions with largest accounts growing \$1 million +.
- Developed new focus on GPOs and strategically integrated End User sales team with key distribution partners' national account teams to achieve multi-million dollar growth.



2009 - 2010

Vice President, Marketing & Strategic Initiatives

Responsible for establishing the company's annual strategic marketing and sales plan for the new BVT-Chef Revival division. Managed divisional P&L by reducing COGs, creating new products, rationalizing one-third of SKUs, developing and implementing business plan through a cross functional management team of all business functions.

- Reorganized the business, focusing on integrated internal management and larger customers turning around declining sales and growing sales \$1 million in first year.
- Spearheaded profit improvement programs and developed pricing strategies increasing gross profit margins by 10 points and increasing bottom line over \$750,000 in year one.
- Launched several new products reinventing key materials for the Chef Revival brand and taking a leadership position in the category of Hand Safety.



2006 - 2008

Sr. Director of Marketing-Washroom & International

Co-Divisional head of newly formed SJCR World Division leading all international, OEM customers and washroom dispenser category.

- Redefined OEM Business to focus on second tier paper companies and differentiated vs. custom product development and created new partnerships with paper companies in Europe, Canada and Latin America.
- Lead startup organization of San Jamar Mexico and developed business plan including inventory, pricing, customer target and organizational structure programs.



2001 - 2005

Director of Marketing & Latin America Sales

Company leader of largest product category and Director of Latin America sales team.

- Redefined category focus to balance efforts between OEM and Commercial distribution and hired and trained Product Manager to focus on commercial marketing programs for end users and distributors.
- Managed over 15 New Product Development projects including total line redesigns and major technological patented innovations including industry's first paper out electronic roll towel dispenser resulting in approximately \$5 million in growth in first 3 years after launch.
- Lead marketing integration of new Katch-All Food Safety Tools acquisition assimilating all products and reenergizing new product machine launching several new leading product groups including Saf-T-Scoops, and upgrading multi-million product lines including Saf-T-Ice Totes and Kleen-Pails.
- Lead Marketing and Brand Consolidation of San Jamar and Katch-All resulting in new combined catalog and rebranding of San Jamar, Smart, Safe, Sanitary.
- Grew \$2 million of Latin America sales by establishing new relationship with major paper manufacturer in region and then hiring Sales Manager to continue growth.



1997 – 2000

International Market Development Manager

Responsible for Global Marketing Communications, End User Sales, Europe/Asia Sales and Dispenser product category.

- Launched first website and e-commerce site for San Jamar.
- Created and hired first internal Marketing Communications team saving \$100,000+.
- Managed first end user market development team creating processes of working with sales, marketing and distribution customers to create demand while not selling direct.



1996 – 1997

European Branch Manager

Expatriate solely leading startup of England based branch starting all financial, legal, logistics, sales and marketing operations.

- Beat year one financial budget and turned profit in first year.
- Created new relationships and strategic alliances with multiple multi-national paper companies resulting in multi-million dollar relationships to this day.
- Hired and trained local team consisting of Sales Manager, Finance/Operations Manager and Office Coordinator to be able to move back to USA and manage remotely.



1993 – 1995

International Sales & Marketing Coordinator

EDUCATION

2018

Professional Life Coach Certificate (PLCC)

University of Wisconsin Madison
(ICF Accredited program)

2000

Masters of Business Administration

DePaul University, Chicago

1992

Bachelor of Arts

Major-International Political Economies
Minor-International Business
University of Wisconsin, Madison

LANGUAGES

Spanish and Hindi (conversational)