

ANTHONY TOTTA

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Qualified, dedicated, and highly motivated Produce Marketing and Brand Development Leader, with 30 years of extensive and executive-level promotional and operations abilities, and with an ability to meet demanding client expectations. A consultative entrepreneur and manager who is skilled at quickly adapting to evolving opportunities and meeting exacting consumer standards, requirements, and processes while consistently increasing product awareness and revenue margins. Possesses years of hands-on experience analyzing and implementing updated organizational best practices across the retail, wholesale, and grower-shipper segments while limiting costs, improving profitability, and earning a reputation for driving a highly effective operation. Recognized for leveraging advanced oversight and problem resolution abilities while offering comprehensive and timely solutions for a variety of challenges. Adept at meeting key produce sales performance and leadership initiatives including new account development, stock turns, and other awareness-increasing activities. Proficient at identifying areas for improvement spanning expected outcomes, metrics, and compliance with global field to consumer and quality needs.

VALUE OFFERED

- | | | |
|--|---|---|
| <input type="checkbox"/> Client Relations | <input type="checkbox"/> Expectations Management | <input type="checkbox"/> Food Service |
| <input type="checkbox"/> Growth Strategies | <input type="checkbox"/> Budgeting | <input type="checkbox"/> Client Retention |
| <input type="checkbox"/> Retail Grocery | <input type="checkbox"/> Grower Shipper Marketing | <input type="checkbox"/> Wholesale Operations |

CAREER CONSULTING HIGHLIGHTS

GROW MY PROFITS LLC, Kansas City, MO, 2007 - Present

An entrepreneurial firm providing produce, retail grocery, and sales and marketing services on a national basis

President (2007 – Present)

Fresh Xperts LLC, Co-Founder (2009 – Present)

Trusted and skilled professional valued for helping businesses develop and execute scalable and tailored strategic plans that deliver quantifiable and innovative results and drive successful brand awareness and revenue growth. Adept at promoting initiatives that foster business development, sustain sales growth and improve marketing strategies. Concurrently known for providing produce-oriented brand development consulting and timely advice on field to consumer supply chain business development concepts and tactics. Recognized for generating updated coaching on sales and marketing strategies as well as subsequently providing relational and opportunity connections.

******Successfully supported multiple clients including the following:***

TALLEY FARMS

Highly effective, strategic and external client-facing resource trusted to provide the firm with an enhanced market share gained through expanding critical supply chain partnerships and through driving other growth-oriented initiatives. Skilled at providing advanced produce product knowledge, retail grocery sales and distribution insight, and revenue generating support in this visible role. Valued for the drive and capacity to lead improved branding and customer perception initiatives, as well as the expertise in managing both local and national strategies.

- **Focused on ensuring optimal levels of revenue growth**, efficient promotions, and timely support for key projects.
- **Optimally created and ran** the social media marketing initiative.

Wholesum Family Farms

Engaged by Cris-P Produce to assist brand continuity and image as they furthered inroads into Whole Foods, Kroger, Sprouts, and many other top twenty retailers as well as most organic natural food chains. Strategically provided an enhanced brand image while improving direct business numbers. Efficiently re-branded the company from Cris-P and a combination of Crisantes and Produce to Wholesum Family Farms, with the product being labeled and trademarked as Wholesum Harvest. Realized 20-35% growth each year since the re-branding initiative.

- **Sales have grown by more than double digits** over the last 10 years since rebranding.

Clifford Produce

Retained by a collective of Ontario Canada greenhouse growers that grew from a small concern to a huge supply source in a compressed time period, but with very little industry brand recognition.

- **Enhanced brand awareness to main line visibility** within one year while eventually selling goods through Safeway, Costco, Royal Ahold, Meijer, Marsh Food, Caito Foods, Publix and others.

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CAREER CONSULTING HIGHLIGHTS CONTINUED

TOPPERS FOOD MART, Independence, MO, 2006 – Present

Vice President

A family owned commercial real estate investment and management company overseeing multiple properties throughout the greater Kansas City market.

SELF EMPLOYMENT

MARKET FRESH PRODUCE LLC, Kansas City, MO, 1998 – 2006

Founding Member

Effectively assembled a warehouse distribution facility by negotiating an attractive per square foot lease, purchased used refrigeration equipment, built out the leased space and launched a wholesale distribution facility. Ran every aspect of that operation prior to eventually selling it as a very functional facility for a Kansas City independent retailer.

PRIOR EMPLOYMENT

LARSEN FARMS, Hamer, ID, 1994 - 1997

Idaho's largest single grower of Burbank russet potatoes had grown from 80 acres to 40,000 acres over a 20 year time frame. Excessive growth negatively impacted trade image due to quality inconsistencies. Proactive steps were taken to vertically integrate and improve their finished product but challenges remained. Assumed a National Sales Manager role and carefully built a team of regional representatives. Successfully opened offices in Atlanta GA, Harrisburg PA, Boston Mass, Chicago IL, Plano TX, Kansas City, MO, and Riverside CA, and combined it with the Hamer Idaho office.

■ **Grew revenues to near the top of the market** while doubling sales for three consecutive years.

AFFILIATED FOODS GROCERY COOPERATIVE, Elwood, KS, 1991 - 1994

Turnaround expert who reversed fifteen years of declining sales for this cooperative full line retail food wholesaler who is owned by the retailers they serve. Valued change agent who increased sales from the produce department by a 46% average over a three year time frame. The entire warehouse only grew 9% over that same three years.

■ **Recognized and rewarded for lowering prices**, increasing stock turns, purchasing fresher higher quality produce, reducing shrink, and maintaining a bottom line which subsequently raised annual rebate checks.

ACADEMIC BACKGROUND & PROFESSIONAL DEVELOPMENT

Associate of Arts, HEART OF AMERICA BIBLE COLLEGE, Independence, MO
Agricultural Studies, MISSOURI WESTERN STATE UNIVERSITY, St. Joseph, MO

FLEMING TRAINING INSTITUTE
One Minute Manager
Management Styles

UNITED FRESH
Cornell Leadership Class

BASIC AMERICAN FOODS
Negotiations Seminar

TECHNICAL PROFICIENCY

Famous Software
MS Excel
MS PowerPoint

MS Word
RFID
SharePoint