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**CONSUMER PRODUCTS CUSTOMER REVENUE DEVELOPMENT AND SHOPPER MARKETING
EXECUTION WITH PROJECT MANAGEMENT PROFESSIONAL EXPERTISE**

VALUABLE SKILLS:

- Consumer Products Retail and Trade Marketing
- Generating incremental sales revenue through inspiring shopper conversion tactics
- Leading Behavioral Interviews
- Employing Project Management standards, with Microsoft Project, to conduct projects
- Collaborative, Customer Business Development; Generating Top-line Growth
- Active Listening to Customize Win-Win Solutions with C-Level Decision Makers
- Risk Analysis, Planning, and Management
- Planning consumer products and over-the-counter new product launches.

PROFESSIONAL EXPERIENCE

Advantage Solutions, Woodcliff Lake NJ **05/01/2017- Present**
Customer Development Manager for C&S Wholesale Grocers and Key Foods

Facilitate new product, display, and promotional distribution into retail grocery chains serviced by C&S Wholesale Grocers. Collaborate with merchandisers and buyers to enhance flow of goods, logistic processes. Identify and rectify deductions. Enable CPG supplier clients to and identify develop new sales opportunities.

Brooks Brothers, Jackson NJ

Sales Associate **10/2016- 04/30/2017**
Create delighted customers and revenue growth through premium clothing sales.

Time Inc., Retail Sales and Marketing Division, Parsippany, NJ **11/2009 -01/ 2016**

Market Sales Manager

Guided distributor and account relationships to increase sales revenue, promotion execution, and product distribution of magazines and books. Enhanced front-end display sales of 20 titles including Time, People, Sports Illustrated, US Weekly, Real Simple, In-Style, and Better Homes & Gardens, as well as over 100 titles sold from mainline, in-aisle sections.

Accomplishments:

- Directed team of Territory Manager and Retail Merchandisers to audit and correct display issues in over 1,200 Metro New York retail stores and airport terminal stores,
- Conducted project that created new wholesale merchandiser training and incentive program.

Bow Tie Inc., Irvine, CA **08/2007 – 06/2009**

Advertising Sales Manager, Veterinary Practice News magazine

Sold multi-platform advertising, including on-line and print, for veterinary trade publication to promote sales of veterinary office equipment, office management software, and pet medications.

Pfizer- Consumer Health Care, (Acquired by Johnson and Johnson)**1989 - 2007****Retail Execution Manager, Supervalu/Albertsons Team, Parsippany NJ, 2006 – 2007**

- Contributed to new product, speed-to-market launch projects to maximize on-shelf distribution and retail promotions for brands including Listerine, Benadryl, Sudafed, Visine, and Barbasol.
- Supported Rx-to-OTC conversions, including Zyrtec, Sudafed, and Visine-A
- Analyzed retailer Point Of Sale data to identify and correct distribution gaps.
- Managed \$1.3MM retail budget to ensure complete SKU shelf distribution, capitalize on incremental display opportunities, and correct store-level opportunity gaps.

Accomplishments:

- Regularly surpassed 90% store compliance on end-caps supporting Songs for Life (breast cancer research), Circle of Care (diabetes healthcare), and Earn Free Books (literacy) trade promotions.

Sales Planning Manager, Retail Execution Team, Parsippany NJ, 2004 – 2006

- Created sales support programs for both in-house and 3rd party Retail Merchandising Teams. Reported to Director of Retail Solutions.
- Collaborated with Consumer Promotions team to design displays and retail Trade Marketing projects to generate incremental, impulse sales of products including Purell, Listerine, and Neosporin.
- Partnered with Brand Managers to execute special, in-market projects including product labeling, retail surveys, new item launches, and tactical displays, including end-caps, power wings, shelf PDQ's.

Regional Area Manager, Mid-Atlantic Team, New York NY, 2002 - 2004

- Coached high-performing sales team of 6 Territory and Account Managers.
- Attained 104.2% to quota (\$38,753,299 in team sales) and 96.4% to quota (\$41,645,154 in team sales).

Premier Team Leader, Metro NY Market, 1996 - 2001

- Wakefern (Shop Rite), Pathmark, A&P, and Grand Union
- President's Elite Corp. Award, 1998
- Simultaneously worked as Premier Team Leader & Regional Area Manager; attained 99.8% to quota (\$29,796,702) as Business Manager and 103.5% to quota (\$42,770, 969) as Regional Area Manager in 2001

Key Account Manager, Metro NY Market, 1994 - 1996

- Senior Account Manager of the Year, 1996

Territory Manager, Baltimore and Washington DC Market, 1990 - 1994

- President's Elite Corps., 1993

Sales Representative, 1989 - 1990**EDUCATION****Project Management Professional, PMP #1978386- Project Management Institute****Master of Science, Food Marketing,**
St. Joseph's University Haub School of Business, Philadelphia PA**Bachelor of Arts, Journalism/Advertising, cum laude**
Temple University School of Communications & Theater, Philadelphia PA**INTERESTS**

- Vice Chairperson, Howell Township NJ Shade Tree Commission
 - Project Manager for annual, 3rd Grade Arbor Day education and tree planting program
- Eagle Scout, Boys Scouts of America
- Grounds Keeping, Lakewood BlueClaws Minor League Baseball Team, 2016 season
- Avid running, including 5 and 10K races