

James A. Heller

7834 NE 155th Street * Kenmore, WA 98028 * 425.486.0301 * jaheller100@aol.com

Areas of Expertise

- Sales team development
- Distribution network development
- Business operations management
- Supply Chain Management
- Customer Service
- Chain Retail Operations
- Project Management
- Global Business Expansion

Personal Statement

- More than twenty years of professional experience in project development, sales goals and team productivity
- Development and maintenance of national and international distributor and agent networks
- Designing and managing multi-representative sales organizations ensuring ongoing account development, sales expansion, and customer relations
- Real estate development for multi-site retail operations including project planning and implementation, facility design and specification and implementation, capital planning, and turn-key project release to clients
- Extensive specialty coffee & foodservice industry expertise domestically and internationally
- Strategic product and revenue development for profit maximization
- Design, development and management of numerous physical plant and office operations
- Recognized as creative, high energy, enthusiastic, self-disciplined and goal oriented

Relevant Career Experiences

National Director of Sales

Faema USA, Seattle, WA 2007- Present
Worlds #1 manufacturer of espresso and bar equipment

Experience

- Recruited to create and implement strategies for NA sales and distribution Network
- Responsible for all sales and distribution
- Maintenance of all US supply chain contracts
- Off site sales/marketing director focusing on all event and national marketing initiatives
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Accomplishments:

- Developed and implemented distributor training standards
- Sourced and qualified new US distributors, 300% increase
- Increased FAEMA market share by 25%
- Sold 50% of all US units to chain retail locations

Director of Business Development & Distribution

Michaelo Espresso, Seattle, WA 2004 – 2007
US Top 10 distributor of specialty coffee Equipment

Experience

- Redesigned import / Export processes for world wide distribution
- Developed US, Asian, Indian and European distribution networks
- Developed all domestic & international field representative training collateral
- Worked manufacturer & end user to assure top quality of specialized orders

Accomplishments

- Arranged installation and ongoing support for national and international applications.
- Trained and supported distributor sales forces.
- Processed and documented all compliance related materials for all customers.
- Developed process for efficient US & International customs requirements and distribution.
- Created and Implemented product evaluation and participation standards

Vice President North American Internal Operations

Lavazza, Chicago, IL

2001– 2004

110 year old specialty coffee manufacturer from Turin Italy

Experience

- Recruited by CEO to establish all operations for corporate and satellite offices, construction, staffing, technology and vendor sourcing.
- Create and implement internal cross functional operational standards.
- Develop and manage regional training centers for “real world” training experiences
- Standardize all retail operations

Accomplishments

- Opened 2 regional offices under operating budget
- Sourced niche construction company for construction and delivery of POD coffee outlets
- Exclusively worked with architects and design teams to assure that retail locations accommodated state of the art coffee production equipment in small format floor plan
- Key executive for the penetration imitative of Lavazza coffee into US specialty coffee retail market

Director International Distribution & Business Development

Burgess Enterprises, Seattle, WA

1995 - 2001

Experience

- Recruited to design and implement US distribution teams, training and standards
- Developer of equipment support systems for external sales force customer support
- Expanded role to include Asian and European sales opportunities

Accomplishments

- Marketed and sold specialty espresso equipment, foodservice carts and kiosks to major retail chains, contract foodservice providers, and franchise restaurant concepts.
- Developed chain retail sales process increasing total sales revenue.
- Customer support training documentation decreased sales force attrition by 30%
- Provided technical and health code assistance for compliance to clients and technical staff

ALTERNATE CAREER ACHIEVEMENTS

- Established and developed distributor and agent networks in strategic markets in Asia, Europe, Central and North America for a manufacturer of custom mobile foodservice platforms
- National Salesman of the Year two times – Allnet Communications
- Fourteen times Regional Salesman of the Month – Allnet Communications
- 20% reduction in customer attrition by developing and implementing customer retention systems
- 3% to 30% Increase in prospect development and closures by creating of training and staff development programs
- 5-year Fone America revenue plan achieved in less than 38 months
- \$3.5 Million Generated in monthly revenues for Fone America
- Top 10 producer first year and every year with Paccar Leasing Corporation
- Successful involvement in the start-up of more than 800 coffee shops during the past seven years, serving as an equipment supplier and project consultant

Professional Affiliations

- SCAA (Specialty Coffee Association of America) Retail Committee board member
- Facilitator Training – Learning International – Professional Selling Skills III 1986
- NRA (National Restaurant Association) - Affiliate

Volunteer Affiliation

- Coast Guard Auxiliary – Homeland Security
- Pan-American Games – Board of Judges USA.
- AAU (Amateur Athletic Union) - Board of Judges
- Friends of St. Edwards Park