

William H. Small, Jr.

Qualifications Summary

Driven, hardworking, and visionary sales leader with hands-on experience facilitating revenue growth and operational efficiency in food service, transportation, entertainment, and logistics industries. Proven track record of fostering strong working relationships with existing and potential clients, developing and implementing innovative sales plans, and leading and motivating diverse sales teams.

Sales Leadership

- ◆ Demonstrated ability to increase sales volume with current clients and brand-new accounts.
- ◆ Natural talent for recognizing and mentoring potential leaders.

Team Management

- ◆ Dedicated to designing and executing effective, motivating training programs.
- ◆ Known for ability to guide and encourage employees covering a wide region.

Client Relationships

- ◆ Achieve excellent rapport with clients through open communication and effective problem-solving.
- ◆ Integral in establishing relationships with key internal and external business partners.

Business Leadership

- ◆ Extensive experience increasing new business and negotiating high-level contracts.
- ◆ Skilled at reducing spending while maintaining optimal performance.

Professional Experience

Jazz Perspectives, Inc., Aurora, IL President & Chief Executive Officer (CEO)

2011 – Present

Manage more than 100 independent contractors in the music industry, spread across 16 markets nationwide. Search for, network with, and recruit individual and group musicians and vocalists specializing in jazz, blues, R&B, and acoustic sounds. Lead effective negotiations for client agreements, and orchestrate live entertainment events and ongoing appearances across the country.

- Recognized by the U.S. Small Business Administration (SBA) as a Small Business “Success Story.”
- Earned the 25th Annual Award for Business Excellence from the *Daily Herald* Business Ledger.
- Strategically grew revenues in excess of \$1.2 million annually.
- Fostered strong working relationships with clients through open communication, work ethic, and dedication.

Farmer Brothers Foodservice (formerly Sara Lee Foodservice, Coffee & Tea), Chicago, IL Senior Manager of Key Accounts – Eastern U.S.

2006 – 2011

Directed the daily operations of a team of seven key account managers based in the Eastern United States with an annual operating plan (AOP) of \$25 million. Developed and implemented tracking systems to effectively manage the team's performance and responsibilities. Consistently ensured pricing integrity and maintained an optimal return on investment (ROI). Oversaw agreement negotiations and request for proposal (RFPs) responses.

- In just seven months, gained commitments on new net sales value (NSV) in excess of \$2.1 million annually, with a gross profit of \$1.3 million annually.
- Trained, developed, and mentored team members, with a natural ability to identify potential leaders early in their career.
- Successfully achieved retention goals of 97%.

Regional Account Manager – Mid-West

Executed business initiatives for national and regional chain accounts and achieved targeted volume by implementing corporate strategies that delivered AOP profit targets. Regularly communicated and collaborated with food service sales, marketing, customer service, supply chain, and business development personnel, in order to achieve optimal implementation and revenue growth.

- Effectively managed a \$4 million book of business, and consistently ranked #1 in AOP performance among 14 key account managers.
- Reduced spending by \$1.3 million annually by renegotiating contracts over an 18-month period.
- Increased new business NSV by \$900K over a 12-month period.
- Improved ROI from 31% (\$1.86 million annually) to 41% (\$2.4 million annually).
- Successfully increased volume both within current customer base and with new regional accounts.

B&F Coffee Service, Northbrook, IL
Director – Sales & Operations

2004 – 2006

Managed coffee and refreshment product sales in excess of \$10 million annually, with particular specialty in growing office coffee product sales and creating new opportunities within the food service industry. Expertly coordinated all daily operations between sales, operations, and customer service teams.

- Established a motivated, collaborative, and hardworking team of account managers and key account managers by recruiting, hiring, and training team from the ground up.
- Expertly negotiated key business alliances with integral food service partners in the Chicagoland area.

Flavia Beverage Systems (Division of M&M, Mars Inc.), Chicago, IL
Regional Manager – Midwest Region

1999 – 2004

Expertly handled the overall growth of Flavia Beverage Systems product sales within assigned region. Managed a team of distributor representatives, regularly evaluated market trends, developed and implemented programs that increased distributor productivity, created quarterly and annual sales plans, and developed and implemented the office coffee and food service programs within region.

- Developed a new distributor network that achieved sales of \$14 million over a five-year period.
- Effectively managed the business relationship between Flavia and Aramark, Sodexo, Compass, and Guckenheimer in the Midwest.
- Successfully created motivating training and tracking programs that maximized drink sales.
- Facilitated the establishment of a new independent distributor network covering a ten-state area.

Additional Experience

Director, Corporate Accounts — North America / Central Area Sales Manager, TNT Express, Chicago, IL, 1996-1999
Global Logistics Manager / Regional Air Freight Manager, DHL Worldwide Express, Chicago, IL, 1992-1996

Education

Bachelor of Science in Business Administration, Marketing Emphasis

Southern Illinois University Edwardsville, Edwardsville, IL
Kappa Alpha Psi Fraternity, Member & Past President

Volunteer Experience

OPUS Chamber Music Camp, Member & Board of Directors, 2017 – Present
Chairperson, Human Relations Commission – City of Aurora, IL, Chair, 2013 – Present
Unity Partnership, Past Member & Board of Directors, 2016 – 2019
Quad County African-American Chamber of Commerce, Past Member & Board of Directors, 2013 – 2017
Christian Brothers College Military Institute – High School, Executive Board Member – BAS, 2011 – 2017