

Andre' Marti

Experience

Wonton Food, Inc

2019-Present

Position Held: Business Development Manager/Chef, Foodservice & National Accounts

Traditional Asian Food Manufacturer of Noodles, Wrappers and Cookies with a focus on growing the Mainstream American Foodservice Nationally.

- Business development Nationally with focus towards growth in sales and market-share targeting American Multi-Unit Restaurants, Asian food manufactures and new distribution opportunities
- Identify and target new opportunities through sales planning, prepared processes and execution
- Direct sell and Pioneer the Wonton brand of products to new and existing manufacturing companies, distributors, multi-unit operators at the HQ level.
- Current opportunities with the following; Panera Bread, HuHot Mongolian Grill, PF Chang, Teriyaki Madness, Noodles & Company, Sonny's BBQ, Travel Centers of America, Big Bowl, Pegasus Foods, Home Chef, Upper Lakes Foods, Jetto/Restaurant Depot, Northern Haserot

Seaboard Foods

2015-2019

Position Held: Foodservice Sales Manager / Chef - Midwest

Producer and Processor of Premium Pork, Raw and Value added offerings targeted to National and Regional Multi-Unit Restaurants and Distribution while utilizing National Broker Representation

- Business development in the Midwest Region with focus towards growth of CM contribution margin dollars.
- Identify and target new opportunities through sales planning, prepared processes and execution.
- Direct sell and promote products to new and existing distributors, multi-unit operators and key account prospects
- Current opportunities with the following; Pot Belly, Famous Dave's BBQ, Kelly Restaurant Group, ICHOR Restaurant Group, Old Carolina BBQ, Tumbleweed Tex Mex Grill, Whiskey Creek Wood Fire Grills, Primanti Bros. Home Chef, Bob Evans, Culver's, AVI Foodsystems.
- Direct the sales efforts of a national broker based on quality vs. price for commodity and value added proteins
- Coordinate and manage sales training to maximize targeted sales efforts with key accounts
- Pursue, negotiate and manage RFPs, contracts and Bids for new business opportunities within targeted focus strategies
- Direct and manage all activities related to sales of multi-unit and key account prospects with a specific focus on Center of the Plate menu position.

Grande Cheese Company

2011-2015

Position Held: Regional Account Manager - Multi-Unit Restaurants

Crafters of premium Italian cheeses targeted to independent QSR, Casual and Fine Dining restaurants nationally

- Had the privilege of pioneering a non-marketed elite premium product to new culinary teams nationwide
- Identify and manage all activities related to research, analysis, and sales of multi-unit prospects with a specific focus on QSR/Italian, Casual Dining/CD Italian, and Sandwich foodservice segments
- Direct opportunities with the following; Darden, Miller's Ale House, Gondolier Restaurant Group, BBRG Bravo Brio Restaurant Group, Kona Grill, Ker's WingHouse, Tilted Kilt, Au Bon Pain, Cheesecake Factory, Cameron Mitchell Restaurants, Pizzeria Uno, O'Charley's, CraftWorks Restaurants & Breweries, American Blue Ribbon Holdings, Bakers Square and Old Chicago Bar & Grill, Tony Sacco's Coal Fired Pizza, Papa Gino's, Russo's New York Pizza, Mellow Mushroom, Giant Eagle
- Developed customized innovative programs for prospects and customers on a regional and national scale
- Responsible for business development and culinary sales efforts nationally from the VP level to working directly with R&D, Operations, Purchasing, and Marketing
- Create and prepare menu ideation, conduct full menu ideation presentation, recipe development and costing for national and regional multi-unit customers
- Collaborate with Marketing & Sales Leadership Team to define overall sales strategy, and develop solutions responsive to the customer business

Peer Foods Group, Inc.

2003-2011

Positions Held: National Account Manager / New Product Development / Corporate R&D Chef / National Account Executive

Manufacturer and marketer of customized & value added meat items targeted to chain restaurants, Deli (HMR) counters, retail markets and club stores.

- Direct opportunities with the following; Bob Evans, Brinker, Chili's, Ninety Nine Restaurant Group, Friendly's Restaurants, O' Charley's, Boston Market, Popeye's, Huddle House, Focus Brands, Moe's Southwest Grill, Burger King, Panera Bread, 7 Eleven, Schwan's, Sheetz, Kroger, Ukrop's, Meijer, Albertson's, Harris Teeter, Dominick's
- Responsible for business development, product development, presentations, and culinary sales efforts nationally from the VP level to working directly with R&D, Quality Control, Operations, Purchasing, and Marketing to include managing Broker networks and Distribution Logistics
- Managed multiple new product rollouts for QSR, Casual, and Fine Dining restaurant chains, Big Box Retail, and Deli Foodservice
- Directly manage and navigate the development of new protein items from ideation to bench-top through production scale up to full menu application, customer contract negotiation, production cost models, managed marketing accruals and programs

Andre' Marti Resume

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United States Army

Rank: E4 Corporal – 94B Foodservice Specialist

- Honorable Discharge
- Supported HQ 1/5 Aviation Regiment – Helicopter Attack Battalion
- Responsible for the food preparation of 1800 Soldiers daily on post and field conditions
- Active for Operation Desert Storm
- Trained in operational exercises as a Specialist in Jungle and Desert Warfare
- Commendations: Calvary Scarf, Presidential Physical Fitness Award at Battalion
- Active Duty: Fort Polk, LA / Training – Fort Dix, NJ / Fort Sheridan, IL - Recruiting NCO Romeoville, IL

Skills

Menu Cost Analysis, Menu Application, Product Development, Product Application, Research & Development, CRM, Microsoft Suite Intermediate Level

Education

CIA New York

Menu Masters Program – Research & Development, Logistics, Marketing
Certifications

Joliet Jr. College

Culinary Arts Degree

Undergraduate Degree Applied Science

United States Army

Food Service Fundamentals for Professional Cooking

Certifications

Pork 101 Texas A&M University - ISU Beef 1000 – NCBA Beef Value Cuts for Foodservice - ServSafe Foodservice Sanitation - PAR Leadership Skills - HACCP – Certified Angus Beef Sales – IFMA Sales for Food Service Professionals Level 1 – HORMEL Pork Processing - TYSON Poultry University — House of Raeford Farms Turkey Processing - Tampa Maid Shrimp School

Memberships

Research Chefs Association – National Restaurant Association – JJC Alumni Association