

THOMAS M. SHUMAN

Senior Level Sales & Marketing Executive – Consumer Package Goods. Extensive experience leading a sales & marketing team of more than \$80 million in sales annually. Has enjoyed tremendous success working with retailers such as Wal-Mart, Target, Sam's Club, Kroger, Safeway, Publix, Whole Foods, Home Depot, and various C-store chains, etc. Years of consistently exceeding profit & revenue goals by building strong relationships and working closely with national accounts, distributors, bottlers (soft drink, bottled water & "enhanced value-added" beverage 3-tier distribution systems), co-packers, wholesalers and brokers. Has led entrepreneurial beverage ventures whereby a wealth of additional experience and knowledge has been gained with regard to all-natural non-nutritive sweeteners, as well as "cutting-edge" product ingredients and their functional value-added benefits to the consumer. A corporate leader and team builder with a proven track record of creating value for the company.

Inclusive Experience: sales & marketing management, national account development, 3-tier distribution management, team building & sales training, strategic planning, P&L responsibility, syndicated data analysis, category management, performance benchmarking (KPI's), fact-based selling, DSD management, process re-design, contract negotiations, change leadership, innovative product development, product co-packing, start-up operations, and new product launches.

PROFESSIONAL EXPERIENCE:

SMARTERITA, LLC.	Dallas, TX	
Managing Partner		2011 to Present
SG BEVERAGE SOLUTIONS, INC.	Dallas, TX	
Sr. Vice President of Sales & Marketing		2007 to 2013
LIBERTY IMPORTS USA, INC.	Dallas, Texas	
National Sales Manager		2006 to 2006
GLOBAL BRANDS, INC.	Dallas, Texas	
Division President		2004 to 2005
DS WATERS of AMERICA, LP	Atlanta, Georgia	
Vice President / Retail Division		2000 to 2004
DR PEPPER/SNAPPLE GROUP	Dallas, Texas	1982 to 2000
Vice President of Sales – Heartland	Dallas, Texas	1996 to 2000
Southwest Region Vice President	Dallas, Texas	1993 to 1996
Northern Region Vice President	Chicago, Illinois	1988 to 1993
South Texas Division Manager	Houston, Texas	1985 to 1988
Southeast Region Key Accounts Manager	Tampa, Florida	1983 to 1985
Market Sales Manager	Tampa, Florida	1982 to 1983
COCA-COLA U.S.A.	Pittsburgh, Pennsylvania	
District Sales Manager		1981 to 1982
PROCTER & GAMBLE	Pittsburgh, Pennsylvania	
Sales Representative		1979 to 1981
NEW YORK GIANTS FOOTBALL CLUB	East Rutherford, New Jersey	1978 to 1979
HAMILTON TIGER-CATS FOOTBALL CLUB	Hamilton, Ontario Canada	1976 to 1978
NEW ENGLAND PATRIOTS FOOTBALL CLUB	Foxboro, Massachusetts	1975 to 1976
CINCINNATI BENGALS FOOTBALL CLUB	Cincinnati, Ohio	1975 to 1975

EDUCATION: PENNSYLVANIA STATE UNIVERSITY

Bachelor of Science in Business Logistics

Varsity Football - Most Valuable Player – 1974 Orange Bowl & 1975 Cotton Bowl