

## ROBERT A. CULLEN

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PO BOX 352 □□□ MILLWOOD, VA 22646  
H: 540.837.2265 □□□ C: 214.912.1465 □□□ ROBERTACULLEN@COMCAST.NET

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### SALES/MARKETING EXECUTIVE

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- ✓ Innovative leader with 15+ years of documented success generating revenue by penetrating untapped markets within diverse industries, including food, packaging, and retail.
- ✓ Establishes critical contacts to secure accounts, maintaining close communication with clients to facilitate the production of customized products.
- ✓ Offers progressive experience in purchasing. Works closely with cross-functional teams to achieve and surpass corporate goals.

**Expertise:** *Product Knowledge* □ *Research/Development* □ *Product Development* □ *Follow-Up*  
*Product Testing* □ *Customer Relations* □ *Team Collaboration* □ *Partnership Building*

- › Penetrated the Southeast poultry market by aggressively networking key products, catapulting startup territory sales from \$650K to \$1.2M in 2 years.
- › Secured new accounts with Bar-S Foods and Cargill by testing products against competition, boosting revenue from \$800K to \$1.8M in 3 years.
- › Interfaced with customers to facilitate the development of niche market-specific products in compliance with client requirements. This tripled sales from \$118K to \$350K.
- › Generated \$250K in product sales for Carolina Turkey's export business, working closely with the client to meet specifications.
- › Maintained a steady sales volume despite company downsizing, driving income from \$4.5M to \$5.4M.

### CREDENTIALS

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**BS in Labor and Personnel**, University of Maryland

### PROFESSIONAL OVERVIEW

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Phoenix Films Manufacture Representative [2008-present]

Selling plastic film to converters for retail, industrial, medical, food packaging.

M&Q Packaging □ **Sales Executive** [2004-2007]

- Developed, tested, and commercially launched new products within the poultry retail market. Secured accounts with key companies, including Perdue Farms, Cargill, and Gold 'n' Plump for this global nylon film and bags manufacturer. I also sold to Packaging distributors.

Inovpack Vector, Inc. □ **Regional Sales Manager** [1999-2003]

- Collaborated with research and development to capitalize on emerging business opportunities within the Southeast poultry market. Introduced casings and bag products to Carolina Turkeys, Cargill Turkeys, Perdue Farms as well to Packaging distributors.
- Collaborated with research/development to formulate and warehouse products, partnering with Perdue Farms to grow annual revenue \$300K

American Plastic Company □ **Sales Executive** [1997-1999]

- Supported sales efforts in the Southwest and Midwest to end users and to Packaging distributors while serving as a manufacturer representative for thermo-forming film products.

Schurpak Inc. □ **Account Executive** [1993-1997]

- Increased sales in the Southwest and Midwest for laminated and co-extruded thermo-forming films.
- Expanded a customer base in Cook-In roll stock by adding on Cargill and Bar S Foods.

Teepak, Inc. □ **Field Sales** [1990-1993]

- Handled sales in the Mid-South territory, realigning and maintaining sales for this downsizing company with a declining customer base.

*Previous Experience:* John Morrell Company □ **Corporate Purchasing Manager** • Valleydale Packers □  
**Purchasing Manager** • Campbell Soup Company □ **Mechanical Purchasing/Packaging**