

# HEINZ VONIKEN

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## MANAGING DIRECTOR | SALES OPERATIONS DIRECTOR | OPERATIONS DIRECTOR

**Target: Food, Food Retail, Chemical, Clean Tech companies looking to grow profit and accelerate growth**

Creative, intellectually curious, and open to new ideas

Profit-driving Sales Leader, Managing Director, and Board-level Executive who delivers consistent YoY profit growth. Reputation as an energetic, engaging senior business leader who facilitates change, leads enterprise transformation initiatives, and champions customer service. Diverse leadership spanning food production, logistics and planning, customer service, B2B sales, marketing, and personnel development environments. Vast experience selling to food & beverage, restaurant, retail, hospitality, healthcare, and facility management companies through distribution.

### *Sales results include:*

- Boosted EBITDA 63% in 2010 and maintained profit growth in 2011, 2012, and 2013.
- Grew sales revenue YoY in 2009 despite strong downward pressures in the global marketplace.
- Built, developed, and led regional sales teams that mostly exceeded revenue, volume, margin, and customer service targets.

## EXPERIENCE

CAHNES SEBRING, 1999 TO 2014

### **Country Sales Director | Managing Director (2009 to 2014)**

**Scope:** Oversaw all Swedish operations / Elected Chairman of the Board / Member and leader of Exacto leadership team in Sweden and Austria | **P&L:** \$56M | **EBITDA Target:** >12% | **Reports:** 7 direct / 53 indirect

Promoted to realign sales and service teams with enterprise business goals. Redefined sales and technical service strategies, insourced operations, developed and monitored financial targets, helped lead transformation to matrix organization, coached and led field sales team, and served as change leader for organizational transformation in Sweden. European Principle Company project steering committee member.

- Grew profit 76% in 4 years, generating YoY profit growth despite soft top-line sales.
- Negotiated deal with Cahnes partner adding \$600K in new revenue.
- Named Choice Hotels Sweden's Supplier of the Year in 2010 and 2013.

### **Customer Service Director (2008 to 2009)**

*Cahnes*

**Scope:** Senior leadership team member / Directed Customer Service, Back Office Support, Warehouse, Logistics, Distribution, Buying & Planning, Support Services | **Expense Budget:** \$6.4M | **Reports:** 8 direct / 32 indirect

Promoted to recommit the organization to customer service quality. Served as change agent and project leader, developed and executed large-scale initiatives, and trained and developed personnel.

- Drove 10% sales and 22% EBITDA growth despite Swedish currency fluctuation and other market challenges.
- Developed delivery tactics that increased distribution and warehouse efficiency and resulted in new savings.
- Reorganized customer service and championed a customer-first culture resulting in higher service ratings.
- Generated \$200K annual savings by relocating warehouse operations.

**Planning & Logistics Manager (2005 to 2007)**

*Cahnes*

**Scope:** Oversaw inventories / 3<sup>rd</sup> party warehouse & distribution operations | **Expense Budget:** \$3.2M | **Reports:** 2

Promoted to improve planning processes and collaboration (information flow) between key account teams and planners. Led SAP purchase and planning processes, introduced new planning system, and established sales & operations processes. Delivered management training to leadership team and all line managers.

- Cut inventory levels 10% and elevated service levels to 94% (up from 87% and 200 points above target).
- Led Swedish component of a Nordic Logistic tender resulting in \$150K cost savings.
- Spearheaded team that won the 2007 Cahnes Creativity Award for reducing inventory value while increasing service levels and customer satisfaction

**Sales Director Food & Beverage / Laundry (2004 to 2005)**

*Cahnes*

**Scope:** Senior Management / Led 2 sales units prior to divesting Laundry operation | **Budget:** \$11M | **Reports:** 13

- Challenged to grow revenue in a shrinking market. Introduced new sales strategies and improved sales talent.
- Resolved \$800K customer claim resulting in a win-win outcome.

**Sales Leader, Processed Food (2003 to 2004)**

*Cahnes*

**Scope:** 1<sup>st</sup> line Manager / | **Budget:** \$2M | **Reports:** 3

- Promoted following L/J Wax merger to build a sales team for the processed food segment.
- Drove 15% sales growth and achieved 107% of annual revenue target.

**PREVIOUS EXPERIENCE**

**Marketing & Technical Manager**, Cahnes

**Product Manager F&B**, Cahnes

**Production Manager**, Nature's Best Foods

**Production Engineering**, Nature's Best Foods

**Management Trainee**, Unilever

**EDUCATION**

**Master of Science in Chemical Engineering (1993)**

Landy Institute of Technology, Landy University, England

**Board Leadership**

Former Board Member, The European Association of Industrial and Institutional Hygiene Products

Former Board member, Swedish Association of Food Engineers