

PERRY LEWIS

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Qualifications Summary

Results focused, highly effective executive with over 15 years of successful business management experience. A flexible, proven leader with broad complimentary experiences. Excellent instructional skills supported with years of industry experience. **Teaching:** Business Strategy, Management and Organizational Behavior, Human Resource Management, Introduction to Business and Economics. **Consulting:** Process Improvement, Sales Process Development, Team Building, Organizational Effectiveness, Entrepreneurial start up support. **Corporate:** Business Development, Channel Management, Key Account Management, Marketing Execution and Sales Operations. **Finance:** Strategic Planning, Competitive Analysis, Operations Analysis and Pricing.

Selected Accomplishments

Teaching Accomplishments

- Selected to lead efforts to refine curriculum in core management course for University accreditation review.
- Completed certification course in popular Management Simulation program that is used as the basis for Business Strategy /Capstone course. This is also an accreditation review course.
- Redesigned curriculum delivery methods for core business course.
- Consistently receives high course evaluation scores compared across the College of Business, the University and similar courses taught at other universities.
- Provides guidance to Adjunct Faculty who teach the Intro to Mgmt and Economics course.
- Currently focused on increasing the success rate of students entering the College of Business.

Consulting Engagements

- Designed and Implemented Marketing Strategy, Selling Process and Measurement tools at a South East consulting firm.
- Implemented management team effectiveness training for a community services organization under contract with the CDC in Atlanta, GA.
- Redesigned the selling strategy for a division of a large consumer products company.
- Currently developing a book that focuses on Fundamental Truths related to predictable human behavior and how that information can be used to manage the organization more effectively.

Sales Management

- Redesigned account management process for sales/delivery teams in Atlanta Metro Market for Pepsi-Cola. Developed sales planning tools and customer contact schedules that helped team increase sales by average of 20%.
- Grew regional Mass Merchandiser business 17% per year consistently four consecutive years. Grew base business from 5.8M to 11M cases. Managed incorporation of an additional 4M cases in new accounts.

Business Development

- Implemented customer based selling focus at Coke Consolidated. Increased usage of CRM database. Increased flexibility of contract terms, resulting in a 15% increase of customers under contract.
- Developed “interest based” approach to marketing within the Mass Merchandiser channel of business in the Southeast division of Pepsi Cola. Created numerous successful customer specific marketing programs to increase trade-partner competitiveness and increase product visibility within accounts.

Strategic Planning

- Increased concentrate revenues for Pepsi-Cola North America by \$25M by refining methods for forecasting competitor concentrate pricing.
- Led Business Unit General Managers in the development of local market strategy, marketing program reviews, product mix evaluation and competitive response efforts.

Professional Experience

Diversified Management Services, Atlanta, GA

2005-

Principle Consultant

Boutique consulting firm offering capacity building assistance to small/mid-sized firms in the areas of sales process development, sales team development, business development and strategic planning.

Tennessee State University

2010-

Collegiate Professor

Taught courses in Business Strategy, Management and Organizational Behavior, Human Resources Management and Introduction to Business and Economics. Article submitted to the Journal of Management and Organization on focused on Managing in a Global Economy.

Coca-Cola Consolidated, Charlotte, NC

2002-2004

Director of Customer Development

Directed Sales and Marketing activities for the Northwest Division of Coca-Cola Consolidated Bottling Group. Responsible for over 3,000 customers with sales of over 29M cases. \$100M gross margin. Directed the activities of 11 Major account managers. Responsible for \$25M in Sales Development Funds.

Hudson Strategic Group, Atlanta, GA

2001-2002

Vice President of Business Development

Responsible for the development and growth of the Customer base in the Central and Southeast United States. Accountabilities include marketing and sales efforts in the region including marketing plan development, customer identification, and sales process development.

Pepsi Cola, Somers, NY/Atlanta, GA

1990-2000

Director of Business Development-Mass Channel, Southeast U.S.

Promoted regional business opportunities in Mass Merchandiser and Club stores channels of business. \$75M revenue. Directed activities of regional managers and field sales managers in 25 territories. Led selling strategy, strategic planning and competitive response efforts.

Territory Development Manager-Atlanta Metro

Directed selling, promotional and delivery activities in territory. \$18M revenue. Grew case sales from 2.2M to 3.1M. Managed staff of 3 managers and 18 sales representatives. Responsible for key relationship management with executives in key accounts. Led several quality/process improvement teams on accurate sales forecasting, operational efficiency and warehouse shrinkage.

Manager of Planning and Analysis-Southeast U.S.

Managed strategic plan and provided analytical support for 12 operating units across Southeast Region. Support staff of 6 finance professionals and 10 accounting analysts. Provided support for annual planning process.

Manager of Planning, Concentrate Pricing-North America

Responsible for concentrate pricing and operational performance analysis for North American operations.

Unisys Corporation, Blue Bell, PA

1987-1990

Financial Analyst

Education

Harvard Business School, MBA, General Management, Marketing **1987**

Section Chair, HBS Representative to Intercollegiate Professional Schools Council
Member of Marketing Club and HBSAASU

University of Michigan BBA, Finance, International Business **1985**

President of AASU Student Organization, Member of Finance and Marketing student organizations