

CHRIS KEINER

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WWW.CHRISKEINER.COM



WORK EXPERIENCE

2018 - PRESENT
NUTRACEUTICAL CORP. [PARK CITY, UT]

SALES DIRECTOR

Manage corporate accounts as well as being primary point of contact for independent health food retailers.

- + Mentor Area Sales Reps to maximize growth in region
- + Achieved positive growth in key metrics.
- + Develop analytics reports to improve sales

One of only two corporate sales reps in company with positive fiscal year and quarterly results First Quarter 2018.

2011 - 2017
NUTRACEUTICAL CORP. [PARK CITY, UT]

AREA SALES REPRESENTATIVE

Served as primary contact for independent retailers and national chains in health food sector.

- + Developed interactive dashboard to promote sales
- + Met or exceeded growth goals for 14 straight quarters
- + Worked with Area VPs to onboard new hires

Worked to expand brand presence in retailers through both organic and acretive growth strategies. Worked to align customer and company interests to maximize sales.

2006 - 2011
NUTRACEUTICAL CORP. [PARK CITY, UT]

AREA DEVELOPMENT REPRESENTATIVE

Managed all aspects of business relationship with small, independent health food retailers.

- + Worked with small businesses throughout Midwest
- + Learned the challenges facing indepenent retailers
- + Consistently exceeded company growth objectives

Learned many aspects of retail businesses as well as greatly increasing my sales skills.



EDUCATION

2016 - 2017
UNIVERSITY OF INDIANAPOLIS [INDIANAPOLIS, IN]

MBA

- + Certificate in Applied Analytics
- + Delta Mu Delta

1992 - 1996
PURDUE UNIVERSITY [WEST LAFAYETTE, IN]

BA: ENGLISH LITERATURE

- + Cum Laude
- + Phi Beta Kappa



PROFESSIONAL SKILLS

SOFTWARE

- + Microsoft Office Suite
- + Tableau
- + R
- + Adobe Creative Suite

OTHER TECHNICAL TOOLS

- + Python
- + Prezi



ACHIEVEMENTS

2017: GRIT & DETERMINATION AWARD

- + Awarded for maintaining growth in the face of adversity

2018: ROBOTICS CLUB SPONSOR

- + Taught 5th and 6th graders coding skills

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