# Mariete F. Pacheco MBA

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**Category Manager – Retail & Wholesale**

**Growth & Profitability Strategies ⦁ Supplier Negotiations ⦁ Marketing ⦁ Trends & Market Analysis**

15+ years’ experience maximizing retail and wholesale categories of up to $250M. Expert at refining processes, reducing costs and devising and leading the product/category strategies that create market differentiation, ensure market leader and increase sales and market share. Strong team leadership.

**Increased margins as much as 500 BPS within 18 months**

**Saved $25M in annual supplier costs by rationalizing and consolidating the global supplier base**

**Negotiated supplier contracts of up to $150M in COGS and supplier rebates of more than $25M**

**Converted $1M in excess and obsolete inventory in less than 6 months**

**MBA, Marketing & Global Operations | Lean Six Sigma**

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| * Category Management
 | * Market Trends Analysis
 | * Competitor Analysis
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| * Product Assortment
 | * Global Procurement
 | * Pricing Strategies
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| * Go-to-Market Strategies
 | * Promotions & Advertising
 | * Digital Marketing
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| * Supplier Relations
 | * Contract Negotiations
 | * Team Leadership
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# Professional Experience

**HD Supply Brafasco** – Vaughan, ON

**Senior Category Manager** 2017 – Present

Brought in to revitalize the #1 category that had been declining 5-7% annually and rapidly losing market share. Based on turnaround, given 5 additional categories with full accountability for all category analysis and strategies, purchasing, pricing and vendor/contract negotiations to improve sales, market share and profitability.

Developed the strategy that turned a sales/market share decline to 12% growth for the #1 category representing 50% total revenue; negotiated $2M in vendor rebates and grew portfolio to 6 categories

* Quickly turned around 5-7% decline in sales with 12% growth and 300+ BPS gain in gross margins – launched new products, realigned pricing and introduced new training tools and merchandising plans
* Conducted in-depth category analysis – consulted 45 branch managers and supplier partners, assessed competitive landscape and reviewed product assortment and pricing to determine strategic action
* Successfully managed and grew 6 separate product categories – fasteners, chemicals, metal working, cutting tools, abrasives and tapes/adhesives
* Renegotiated all supplier contracts – reduced costs 10% and negotiated $2M in vendor rebates (a 20% increase) on $45M total revenue
* Redefined product assortments where necessary, adjusted pricing, trained sales teams and established more aggressive go-to-market strategies incorporating new merchandising and advertising programs

**Acme United Ltd**. – Orangeville, ON

**Director of Marketing, Product Management & Sales** 2015 – 2016

Devised the marketing, product and branding strategies that grew established categories, stimulated new growth in stalled categories and opened lucrative new channels across Canada. Managed national accounts and an 8-person team of Marketing and Sales specialists. Role moved to US in Dec 2016.

Within just 18 months, increased sales from $8M to $12M, grew gross margins over 500 BPS and opened new industrial, commercial and hospitality channels

* Developed dynamic new integrated marketing strategies to increase brand awareness and drive sales – included social media, celebrity partnerships, tradeshows and TV advertising
* Analyzed market and competitive landscape to realign pricing hierarchy
* Opened new industrial and commercial channels and secured $1.5M in new business in hydroponics and hospitality industries through new product development and direct marketing campaigns
* Attracted and negotiated new deals with Dollarama, Amazon, Sail, Home Depot, Lowe’s and Buying Groups
* Eliminated over $1M in excess and obsolete inventory through targeted sales and marketing campaigns to inactive customers
* Devised and launched a new digital strategy launching three new branded websites, Google Adwords and social media

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**Acklands-Grainger Inc**. – Richmond Hill, ON

**Senior Category Manager** 2012 – 2015

Recruited to optimize categories for improved sales and profitability, stimulate growth in a $250M global portfolio and rationalize a supplier base that had ballooned to 500+. Managed a 3-person team.

Reduced supplier base from 500 to 300, saved $25M in supplier costs and increased overall category profitability by +350 BPS

* Turned around a $250M portfolio of struggling categories (fasteners, shop equipment, heavy duty fleet)
* Conducted supplier reviews to achieve a smaller, more cost-efficient supplier pool – reduced total vendors 40% (500 to 300) within first 3 months
* Saved $25M by centralizing the supplier sourcing function, leveraging volume discounts and developing shared product portfolios across global business units
* Renegotiated supplier contracts to ensure best total cost of procurement – includes product cost, performance metrics, rebates and in-field sales support
* As CM Team Lead, secured optimal pricing and $5M in rebates as part of the $100M acquisition of WFS Limited

**CARQUEST Canada** – Toronto, ON

**Category Marketing Manager** 2010 – 2012

Assumed management of both retail and commercial channels, with the specific challenge to bring consistency and a new vision to all marketing and promotions. 3 direct reports.

Replaced an ad hoc retail marketing approach with a more standardized promotional calendar and grew both sales and brand awareness across key category programs.

* Developed dynamic new promotional plans and marketing programs incorporating commercial and retail flyers., catalogs, promotions, ins-store merchandising, changeover programs and seasonal stock-up programs
* Negotiated $1M in cost savings with suppliers and increased supplier rebates an additional $2M
* Introduced the first across-banner consumer contest with a multi-format media campaign that significantly increased brand awareness and sales

**Canadian tire Corporation** – Toronto, ON

**Project Manager, Process Improvements & Training** 2009 – 2010

Selected to expand and lead process improvement initiatives through a 475-store retail network, with a focus on merchandising, training, space and resource planning and overall buying efficiency. Managed 2 Business Analysts.

* Re-engineered existing processes, improving efficiency and reducing overall line review timeline by up to 25%
* Provided recommendations to maximize space allocation, address sales gaps, alleviate capacity constraints and maximize store efficiency

**Manager, Merchandising & Store Design** *– Automotive, Electronics, Housewares, Tools* 2006 – 2009

Developed floor plans, planograms and POS materials to improve customer’s shopping experience and maximize store productivity for the largest portfolio in the company ($1B in sales). Directed 3 new store concepts that increased sales and grew margins 10%.

**Marketing Consultant** *– Renewable Energy* 2005 – 2006

Brought in to devise marketing strategies to grow a very complex category in renewable energy – conducted market research and launched a new pricing model that generated $20M in incremental sales.

**Associate Category Manager / Category Development Analyst** *– Automotive* 2002 – 2005

Planned new product assortments and developed marketing, merchandising and promotional plans for automotive battery and pressure washer categories – improved sales margins +10% with the first extended warranty program and reduced procurement costs by +30% through improved sourcing and negotiations.

# Education

**MBA - Marketing & Global Operations** University of Fredericton

**Project Management - Certificate** University of Toronto

**Lean Six Sigma - Certificate** University of Toronto

**Adult Learning & Training - Certificate** Humber College

**Bachelor of Commerce - Business Management** Ryerson University

*Board of Directors – Ryerson’s Ted Rogers School of Management (2009 – Present)*