

Rich De Luca
WORK EXPERIENCE

ARAMARK UNIFORM SERVICES

Norwell, Massachusetts

START UP OF A DIVISION WHICH FOCUSED ON FORTUNE 1000 COMPANIES OFFERING THE SERVICES AND PRODUCTS OF THE THREE COMPANIES WITHIN THE UNIFORM AND APPAREL GROUP (ARAMARK UNIFORM, WEARGUARD AND CREST). AS EXECUTIVE VICE PRESIDENT RESPONSIBILITIES INCLUDED SALES, MARKETING, P&L RESPONSIBILITY, INVENTORY CONTROL AND PLANNING

Burbank, California

A DIVISION OF THE \$6.5BILLION ARAMARK CORPORATION BASED IN PHILADELPHIA. THE \$1.2 BILLION UNIFORM SERVICES GROUP IS THE MOST PROFITABLE IN THE CORPORATION REPRESENTING 15% OF SALES AND 30% OF PROFIT. AS VICE PRESIDENT OF SALES AND MARKETING RESPONSIBILITIES INCLUDED A SALES FORCE OF OVER 125 SALES REPRESENTATIVES, A NATIONAL ACCOUNT SALES DEPARTMENT, A DIRECT SALES GROUP IN BOSTON, AND THE MARKETING AND TELEMARKETING DEPARTMENT.

SELECTED ACCOMPLISHMENTS:

Norwell, Massachusetts

• **NEW DIVISION START UP**

GREW THE START UP OPERATION FROM \$3 MILLION IN 1995 TO \$52 MILLION IN 1998 WITH A GROSS MARGIN OF 38.5%. DEPARTMENT GREW FROM 8 TO 93 EMPLOYEES. INDUSTRY TEAMS WERE FORMED TO MAXIMIZE CUSTOMER SERVICE AND LEVERAGING OF PAYROLL. NATIONAL ACCOUNT SALES FORCE GREW FROM 4 TO 11 NATIONAL ACCOUNT SALES EXECUTIVES.

Burbank, California

• **RESTRUCTURE OF THE SALES ORGANIZATION**

INITIALLY STRUCTURED AS A 50 SALESPERSON ORGANIZATION REPORTING TO THE OPERATING FUNCTION. THE CURRENT STRUCTURE OPERATES WITH 125+ SALES REPRESENTATIVES FUNCTIONING WITHIN A SALES STRUCTURE REPORTING TO SALES MANAGERS. SALES AVERAGES HAVE RISEN FROM LESS THAN \$60 TO OVER \$115.

• **INSTITUTING MARKETING AND ADVERTISING PROGRAMS**

BUILT AWARENESS OF THE COMPANY WITH UNIFORM USERS FROM 12% TO OVER 92% WITHIN 36 MONTHS. THIS WAS ACHIEVED WITH A COORDINATED ADVERTISING CAMPAIGN THAT INCLUDED THE FIRST EVER TELEVISION COMMERCIALS IN THE INDUSTRY, AS WELL AS SELECTED, PRINT AND SPORTS ADVERTISING AND DIRECT MAIL.

• **STRATEGIC PLANNING AND IMPLEMENTATION**

REFINED STRATEGIC PLANNING PROCESS TO INCLUDE INPUT FROM THE ALL LINE FUNCTIONS WITHIN THE ORGANIZATION. ALSO INCLUDED CUSTOMER OPINION AND MARKET SURVEYS FOR A MORE CUSTOMER ORIENTED APPROACH TO THE PLANNING PROCESS.

• **START UP OF A TELEMARKETING DEPARTMENT AND DIRECT SALES DIVISION**

TESTED, THEN IMPLEMENTED THE USE OF A TELEMARKETING DEPARTMENT THAT IS CURRENTLY OPERATING WITH 16 SALES SUPPORT REPRESENTATIVES GENERATING APPROXIMATELY 35% OF THE SALES FORCE SALES. EXPANSION TO 34 SALES SUPPORT REPRESENTATIVES PLANNED. IMPLEMENTED ARAMARK/BOSTON TO CAPTURE THE DIRECT SALES MARKET OF THE UNIFORM BUSINESS.

SELECTED TO PARTICIPATE KEY CORPORATE INITIATIVES AND STRATEGIES :

- **CHAIRMAN SALES AND MARKETING COUNCIL**
COMPRISED OF THE SENIOR SALES AND MARKETING EXECUTIVES FROM EACH OF THE 16 LINES OF BUSINESS. THE MISSION OF THE COUNCIL IS TO ENHANCE THE CORPORATIONS GROWTH GOALS AND RAISE THE SALES AND MARKETING FUNCTION TO A CORE COMPETENCY OF THE ORGANIZATION.
- **MISSION TEN-FIVE**
TASK FORCE COMPRISED ALL FUNCTIONAL RESPONSIBILITIES WITHIN THE CORPORATION. IT'S MISSION IS TO RECOMMEND CHANGES IN THE ORGANIZATION IN AN EFFORT TO GROW THE ORGANIZATION 1 0% IN EACH OF THE NEXT FIVE YEARS.
- **CORPORATE IDENTITY TASK FORCE**
TASK FORCE PUT TOGETHER TO RECOMMEND A STRATEGY FOR THE REDESIGN AND IMPLEMENTATION OF A NEW CORPORATE IDENTITY.
- **ADVERTISING AGENCY SEARCH**
CHAired A GROUP OF SENIOR MANAGERS TO SELECT A NEW ADVERTISING AGENCY FOR THE CORPORATION.

TREESWEET PRODUCTS

Santa Ana, California

DIRECTOR OF SALES, OF THIS \$100 MILLION MANUFACTURER OF FROZEN AND CANNED CITRUS JUICE PRODUCTS. RESPONSIBLE FOR SEVEN REGIONAL SALES MANAGERS NATIONALLY. STARTED BOTH THE FOOD SERVICE AND PRIVATE LABEL BUSINESS WHICH ACCOUNTED FOR 25% OF THE COMPANIES REVENUE EIGHTEEN MONTHS AFTER START UP.

VAN DE KAMP'S FROZEN FOODS

Long Beach, California

AS NATIONAL SALES MANAGER DIRECTED EIGHTY-SIX FOOD BROKERS NATIONALLY THROUGH MANAGEMENT STAFF OF THREE ZONE MANAGERS AND NINE REGION MANAGERS. SUCCESSFULLY LAUNCHED TWO NEW PRODUCTS WHICH ACCOUNTED FOR 20% OF THE COMPANY'S TOTAL REVENUE. PROMOTED TO DIRECTOR OF SALES AND MARKET PLANNING. CONTROLLED AND MONITORED THE COORDINATION OF SALES AND MARKETING EFFORTS WITH A \$6.5 MILLION TRADE BUDGET. ESTABLISHED THE PLANNING FUNCTION FOR SALES AND MARKETING AND DEVELOPED PROGRAMS TO IMPROVE VOLUME AND PROFIT.

R.J.R. FOODS, INC.

Winston-Salem, North Carolina

BEGAN AS A MANAGER OF THE SALES AND SERVICE DEPARTMENT DEVELOPING POLICIES AND PROCEDURES. PROMOTED TO REGIONAL SALES MANAGERS IN THE NORTHWEST REGION, WHICH WAS A MIX OF DIRECT SALES REPRESENTATIVE AND FOOD BROKERS. PROMOTED TO MANAGE THE NEW YORK REGION, WHICH WAS THE NUMBER ONE REVENUE MARKET IN THE COUNTRY. HAD THE LARGEST INCREASE OVER PROJECTION IN LAUNCHING HAWAIIAN PUNCH DRINK MIX LINE.

MILITARY SERVICE

U.S. ARMY HANAU, GERMANY

FIRST LIEUTENANT U.S. ARMY ARTILLERY. COMMANDED AN ARTILLERY BATTERY OF 110 OFFICERS AND MEN.

E D U C A T I O N

HOFSTRA UNIVERSITY

HEMPSTEAD, LONG ISLAND

GRADUATED WITH B.B.A. MAJOR MARKETING/MINOR MANAGEMENT.