

FRED LEONARD
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OBJECTIVE: To seek a management position in a municipality.

CAREER PROFILE

Top-performing **Sales Professional** with over 20 years of experience in the food market. Expertise in customer relationship management with excellent communication and selling skills and commitment to succeed. Record of exceeding company goals for both tonnage and margin. Ten years of experience as a town administrator.

PROFESSIONAL EXPERIENCE

DORELL COMPANY, Hopewell, VA
Account Manager

1999-Present

Full responsibility to major wholesale distributors, as well as smaller chains and distributors in the Northeast. Direct sales, promotions, annual advertising budget, price negotiations and new product introductions of 6 processed lines including fresh meat. Handle claims for damaged product, shortages and price discrepancies and follow-up on product deliveries. Conduct extensive pre-planning with customers to meet / exceed sales. Hired as **Merchandiser**.

- Sold 2.25 million pounds and achieved \$1.2 million margin.
- Increased fresh meat sales from 1.3 million pounds to 2.6 million pounds.
- Increased market share by increasing total volume 75% for past two fiscal years.
- Developed 10 new accounts and introduced new products that company developed.
- Achieved maximum incentive bonus last year.
- Negotiated and sold short-dated product minimizing losses and adding to profits.

TOWN OF HOPEWELL, Hopewell, VA
Town Administrator

2001-Present

Direct town meetings as one of three members of the governing authority of the Town. Responsible for developing and overseeing \$10 million budget, public relations and regulatory affairs. Licensing Board and Personnel Board member supervising town department heads and staff, Department of Public Works, Police Department and Selectmen's office. Personnel functions also include recruiting, contract negotiations, employee relations and policy implementation. Serve as a Police Commissioner. Interact with federal and state agencies, regulatory agencies, local business executives, federal congressmen and state legislators.

FRED LEONARD REAL ESTATE, Hopewell, VA
Real Estate Investor

1986-1999

Purchased and sold investment property to include bare ground, rehab and new construction of residential and multi-unit properties. As off-shoot of real estate activities, created and managed lead paint inspection and removal business. Completed extensive training course and earned license as Lead Paint Inspector and Lead Abatement Contractor (now expired). Prepared bids, selected sub-contractors and directed lead paint removal projects.

EDUCATION & ASSOCIATIONS

University of Virginia, Charlottesville, VA: **M.B.A.** and **B.S.**
Real Estate Salesperson / Notary Public

Memberships: Virginia Selectmen's Association, Virginia Chiefs of Police Association, Current Member & Past Director, Hopewell Rotary Club, Hopewell Recreation Center Volunteer Youth Program