

Profile

Eric

First Name

Van Cleef

Middle Initial

Last Name

vancleef025@gmail.com

Email Address

2262 Spring Lake Ct

Home Address

Suite or Apt

Clearwater

City

FL

State

33773

Postal Code

Mobile: (407) 242-9584

Primary Phone

Alternate Phone

Length of Residency - please select one. \*

☒ 1 to 5 years

Do you own or represent a business in Clearwater?

☐ Yes ☒ No

If yes, where is the business located? Do you conduct business with the City?

Which Boards would you like to apply for?

Marine Advisory Board: On Agenda

NA

Employer

NA

Job Title

Occupation - If retired, enter former occupation.

NA

Have you served or do you serve on a board in Clearwater?

☐ Yes ☒ No

If yes, please list the name of the board.

Why do you wish to serve on this board/committee? If seeking reappointment, state why you should be reappointed.

To serve my community

## What personal qualifications can you bring to this board or committee?

35 years of leadership roles in multi national companies

## List Community Activities

NA

[Eric\\_A\\_Van\\_Cleef\\_Resume\\_2022\\_MA.pdf](#)

Upload a Resume

Question applies to multiple boards

Please attach a copy of one of the following documents: 1) valid current Florida Driver License issued to an address within city limits, or 2) Declaration of Domicile filed with the city clerk affirming residency within city limits.

Question applies to multiple boards

## Are you related to any member of the City Council?

☐ Yes ☒ No

Question applies to multiple boards

## If yes, please provide name and explain relation.

NA

Question applies to multiple boards

## Are you related to a city employee?

☐ Yes ☒ No

Question applies to multiple boards

## If yes, please provide name and explain relation.

NA

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## Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts. (Optional)

## Ethnicity

☒ Caucasian/Non-Hispanic

## Gender

☒ Male

06/25/1964

Date of Birth

**The City of Clearwater strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:**

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**By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I understand and agree to the responsibilities and commitment of time associated with an appointment to a Clearwater advisory board or committee.**

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☒ I Agree

All material submitted to the City of Clearwater is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.

# Eric A. Van Cleef

2262 Spring Lake Ct. | Clearwater, FL 33763 | [Vancleef025@gmail.com](mailto:Vancleef025@gmail.com) | (407) 242-9584

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## Multi-Site Operations/Sales Director

*Executorial Excellence through People, Processes and Performance*

Versatile, proven leader with plant, distribution operations and sales experience across multiple industries and during varied business phases, including start-up, high-growth, acquisition integrations and right-sizing. Collaborative business partner recognized for exceptional communication, conflict resolution and decision-making abilities, as well as extraordinary change management leadership. Creative, intuitive and analytical customer-focused professional who exemplifies company values, commitment and integrity; learns quickly, simplifies complexity and leads with common sense.

Sales/Service Operations  
Program/Project Management  
Metric/KPI Design/Reporting

Financial Plans/Analysis  
Strategic & Tactical Planning  
Cross-Functional/Client Relations

M&A Integrations/JV Support  
Individual & Team Development  
Process/Program Design

## Professional Experience

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### PRIMO WATER NORTH AMERICA (fka DS SERVICES OF AMERICA, INC.)

*A division of Primo Water Corporation (NYSE: PRMW) a leading water solutions provider in North America, Europe and Israel; generates ~\$2B in annual revenue; serves 2.6M customers and 22K+North American retail locations.*

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#### **Director of Sales, Home & Office Delivery**—Eastern/Southeast/Central Divisions 2019–Present

Lead multi-dimensional sales teams of 25–45+ across 3–11-states in design and execution of growth strategies for diverse portfolio of products and services. Spearhead account acquisition/retention across small to enterprise business and home consumer segments. Guide managers to ensure staffing and training are aligned with P&L objectives. Partner with recruiting to provide market-specific talent acquisition needs. Create resources and best practices to optimize efficiency and minimize costs. Collaborate with cross-functional senior/executive leaders to drive KPIs, productivity and efficiency to ensure organizational goal attainment. Manage departmental portion of \$30M–\$45M OPEX budget.

- Delivered EBITDA of 102%+ of plan in 2020; achieved goal through strategic workforce reduction, reorganization and cost reductions.
- Outperformed machine-on-location (MOL growth) goal of 3%; delivered 41% over plan in 2020; through in-field work-alongs, modeling and setting clear expectations; working with counterparts to create global behavioral programs and incentive promotions that provide clear return-on-investment (ROI).
- Grew new customers 13% in 2020 vs. plan; redeployed portions of sales force to support local branch initiatives during pandemic; ramped performance back-up quickly in EOY.
- Sustained favorable OPEX to plan since inception in role; 22% favorable in 2020 and 8% favorable in 2021; continuously delve into financials to identify opportunities in such as, fuel, T&E policies; cost allocation.
- Sourced and trained new Midwest Division Director for Chicago, recognized for driving accountability and productivity; concurrently ensured seamless back-fill of former role by aiding with hiring and onboarding of new Costco Implementation Manager.
- Sustained operations in Midwest/Texas markets by stepping in during searches for new leadership and supporting assimilation of new Director; led team of 40+ for 10 months, concurrent with East Division.
- Led launch of redesigned equipment soundly; generated 48% of entire US's sales with smallest team.
- Improved frequency and severity of lost-time accidents 5% 2020 and 2021 YoY for Sales Dept. by elevating access and importance of safety through observations, training and hazard identification, among others.
- Facilitated integration of sales operations of newly-acquired company; supported former owner during and post-announcement, represented company with communications, led transition teams in offers and onboarding, establishing hybrid compensation plans for interim; system integrations efforts.
- Improved customer retention 8% YoY in 2020, in spite of pandemic and 7% in 2021.
- Drove fulfillment process improvements from 88% (2019) to 92% (2020) and 94% (2021); partnered with operations and supply chain to coordinate product/equipment, delivery capacity and client input.

## National Implementation Manager

2013–2019

Developed and guided execution of annual, national roadshow/demonstration campaign for company's largest customer, Costco, through ~17–27 managers and 90–140 sales representatives. Created and implemented national, standardized operating procedures (SOPs); trained sales managers/representatives. Coordinated extensively with Supply Chain, Production and local service branches to ensure adequate sampling supplies. Performed field audits; managed service-level agreement (SLA) adherence, local licensing and certification. Designed and deployed internal and external program planning and performance management reporting with BI/Analytics support. Handled customer escalations; worked cross-functionally to address and rectify root causes of service failures. Presented program status to C-level executives biweekly; liaised formally with Costco leadership to fulfill needs.

- Trained 2 successors selected to backfill when promoted to Director of Sales position.
- Enabled service expansion from 405 to 460 sites through excellent communication and program leadership.
- Orchestrated ~2.5K events per year; produced 15% more shows than annual plan for 7 years and 10% more new customers than plan.
- Grew member participation/channel customer base from 60K to 360K during tenure in role, became most-leveraged service used by Costco members; second in terms of revenues.
- Decreased escalations dramatically from 55 (2017) to 14 per week (2019) by partnering with Operations and Marketing to design and initiate formal processes with increased senior/executive leadership exposure.
- Accelerated closure of open escalations from 3 weeks to close to 2 days, assembled dedicated Call Center Team; provided training and coaching; identified common customer pain points and redefined procedures to ensure timely resolution and customer and Costco satisfaction.
- Drove channel's past-due customer aging improvement from 6.3% to 3.2% in one year (2017/2018); continued progress to current <3% through multi-prong efforts including Call Center and Sales training.
- Assumed faltering organization following poorly executed launch 6 months into program; spent 6 months learning nuances of Costco organization and their needs; developed and instituted reporting, SOPs, etc.

## Area Manager—West FL

2009–2013

Managed operation of 5 distribution centers, fleet maintenance, production and business development, a total workforce of ~150, a \$19M business unit. Developed and executed strategies for multi-channel growth through H2O, coffee and filtration sales/route distribution team of 102, servicing 40K locations. Oversaw coffee distribution team of 7 charged with purchase/management and pick/pack/ship of 200–600 products to 150 east coast branches. Also held full P&L responsibility for 20K sf Water Plant Production through staff of 25; Equipment Service team of 6; Fleet Operations staff of 5 in support of 155+ commercial vans, trucks, tractors, trailers and forklifts.

- Expanded footprint in coffee five-fold by seamlessly integrated acquired competitor, Standard Coffee; drove efficiency and profitability by assessing and streamlining SKU portfolio.
- Re-established confidence in leadership team by replacing toxic managers; engrained values of respect, equitable work distribution, fairness and communication into culture and eliminated favoritism. Resulted in market's largest-union/Teamster facility attaining decertification during tenure.
- Led teams through multiple acquisitions and integrations during that time; spent significant resources and time to optimize performance, uncover cultural differences and convey performance expectations.
- Enhanced company's competency in routing logistics, load balancing, etc. by establishing dedicated team.
- Gained expertise in plant production and KPIs; challenged mental models and fostered experimentation.

## Route Operations Manager—Tampa, FL

2007–2009

Charged with branch operations and plan performance. Hired, trained and coached route sales and support personnel, a team of 18; supported market team's business development, productivity, efficiency and cost containment strategic and executional planning.

- Boosted team's customer acquisition performance from ~5 to 15 each per month; outperformed all company records through coaching, modeling and training; team earned regional recognition.
- Minimized expenses and beat OPEX plans through intensive training and correction of routing inefficiencies.

## ARAMARK UNIFORM SERVICES, INC.

*A division of Aramark (NYSE: ARMK), a provider of food, facilities and uniforms services to millions of people, in 19 countries around the world. AUS is a leading provider of uniforms and workplace supplies to 300K U.S. clients across a variety of industries.*

### **District Manager/Territory Manager—Ft. Worth, TX**

2006–2007

Managed and developed ~\$5M business unit in Ft. Worth and surrounding metro area. Hired, trained and coached 6 Route Sales Representatives to achieve growth and operational objectives.

- Attained 100% renewal rate for top 50 key accounts through focus on exceptional customer service and 6-month business reviews with key stakeholders.
- Initiated customer-friendly contractual agreements; minimized client's invoice variability by analyzing years of historical data to establish minimal risk, calculated flat rate programs.

## DESIGNER WATER USA

*Privately owned company specializing in custom-labeled bottled water to commemorate or advertise client messages or events.*

### **Co-Founder—Arlington, TX**

2005–2006

Developed start-up business plan, worked with principal to create all marketing/brand identity materials. Established all human resource, sales and safety management procedures. Researched, selected and purchased capital equipment. Created vendor/supplier relationships; negotiated pricing. Conducted new hire training.

- Secured \$1M+ in SBA funding by drafting start-up plan and submitting all required documentation.
- Generated \$650K in revenues within 6 months; expanded product offerings to additional channels, such as wine and condiments.

## LE BLEU CORP

*A North Carolina-based bottled water and ancillary services company with 130K sf plant; serving 35K+ customers.*

### **Director of Employee Development—Advance, NC**

2004–2005

Designed and deployed sales, operations and leadership development training for 100+ employees in 12 NC/SC locations. Recruited management for corporate-owned sites. Provided start-up support to licensee partners.

- Enabled addition of 3 new franchises, 2 start-up and 1 existing operation; provided start-up operational support and training; established reporting processes and expectations.
- Exited business with new direction into nutraceuticals.

## Professional Education & Development

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DAYTONA BEACH COMMUNITY COLLEGE, Daytona, Beach, FL  
A.S. Program, Business Management coursework

*Notable Professional Development*

PCPL—Diversity, Equity & Inclusion

UNIVERSITY OF SOUTH FLORIDA—Post-Crisis Leadership Certificate

TENNESSEE ASSOCIATES U.S.A. Inc.—Continuous Improvement

INNOVATIVE THINKING—Service Quality Leadership

WILSON LEARNING—Certified Facilitator, Counselor Sales

DEVELOPMENTAL DIMENSIONS INTERNATIONAL—Certified Facilitator, Interaction Management, Leadership Strategies,

Targeted Selection, Techniques, Service Plus

ROLLINS COLLEGE—Adult Learning Techniques

MAGER ASSOCIATES—Designing Training