

Rebekka Ervin

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Professional Profile

High-energy professional with 26 years' experience in consultative sales and marketing accomplishments in the CPG industry. National and International Account Management with branded and private label experience. Worked in private, public, and private equity owned businesses. Seasoned in managing and growing revenues by developing and driving strategic marketing plans and budgets. Recognized as a highly motivated passionate leader that consistently surpasses both company and customer expectations; Inspires and engages people through vision, dialogue, and challenge. Self-starter with track record of advancement due to insight and analysis of store operations and market conditions. Values building strong customer relationships through consultative selling model. Focuses on getting strategies right, aligning execution, and driving excellence.

Recently relocated to Florida to launch my own business. With one child graduated from University and the other attending, I am once again looking to use my time and skills to contribute locally.

Professional Experience Details

Owner, Inner Elevation LLC, Clearwater, FL 2021-Present

- Develop and execute go-to-market strategy for national and international products
- Gain and grow US business retail distribution for International manufacturers; currently managing +100M

Global VP Sales, Walmart Global Team Lead: Ranir Global Holdings, New York, NY 2004-2021

- Development and execution of consultative selling model with a strong commitment to growing company and customer business, retailers and wholesalers in the Oral Care Industry
- Innovate and execute marketing strategies for SKU maximization, promotion performance and overall share growth, meeting or exceeding retail dollar and profitability goals
- Progressed to manage the largest customer and greatest % of revenue, growth and profit for the company, growing by +2600% in 10 years
- Increased annual revenue over 50% at every account of responsibility; tripling gross profit
- Maintain and utilize comprehensive knowledge of Retail Link, AC Nielsen and IRI data to effectively manage category and market trends
- Establish Global strategy, coordinating with worldwide teams, managing both in-house and retail market brokers
- Successfully managed accounts and relationships through two private equity acquisitions and one public
- Established strong relationships with Top Mass and Grocery Customers; pioneered business into Club Channel

Regional Vice President, Sales Tyco Healthcare, Dallas, TX 2002-2004

- Managed 14% of company revenue and 13% of company profit
- Gained new business across all categories of responsibility
- Business management and development for retailers and wholesalers and brokers in the diaper, training pant, sanitary, adult incontinence and wound care categories, developing marketing strategies to strengthen market share and retailer profitability
- Developed and achieved sales objectives and marketing budgets for combined businesses
- Successfully managed accounts and relationships while growing revenue over 25% during acquisition

Customer Development Manager, Paragon Trade Brands, Dallas TX 1997-2002

- Developed and managed private label diaper and training pant business throughout the USA, quickly penetrating accounts and gaining strong relationships at key retailers
- Increased customer profitability while increasing retailer dollars and profit, resulting in promotion in 2 years
- Conceived and implemented Destination Own Brand at wholesaler account, including packaging redesign, SKU line-up, improved pricing structure and shelf placement
- Maintained excellent customer relationships during Chapter 11 and two transfers of ownership

Marketing and Office Manager, Daymon Associates, Inc., Salt Lake City, UT 1996-1997

- Provided marketing support for a national retail food and drug broker's key accounts; presentations, sales reports, correspondence, scheduling and account maintenance
- Supervised all office procedures, hiring, employee evaluations and training

Account Executive, Phone Directories Company, Orem, UT 1994-1996

- Worked as a member of a team committed to providing a solid customer base for market area yellow pages publications, increasing revenue by up to 30% in all areas assigned
- Relocated to Alaska to open the Fairbanks and Juneau markets, successfully establishing over 200 new accounts

Community Leadership

Volunteer Sunday Ministry with Pastor Barry Nehls: Brooksville & Springhill Florida	2021-2023
Board Member, Zaytoon International Zaytoon International was a non-governmental org centered in Amman, Jordan, committed to empowering individuals and improving communities through training and resources to promote economic and social progress	2010-2014
Utah State Delegate Elected by local caucus to represent district at state and county convention	2011
Advisory Board and Student Mentor for the Center for the Advancement of Leadership (CAL) at Utah Valley University Responsible for fundraising as a board member and served as a mentor to individual business students, engaging them in leadership training, workshops and hands-on activities	2009-2010
President of Professional Republican Women of Salt Lake City	2011
Board of Professional Republican Women of Salt Lake City Elected as treasurer and then elected as President to lead, review policy, and train women to take leadership roles in politics and support worthy causes/policies by representing at Utah Capitol	2008-2011
Board of JDWC Cottonwood Cotillion Cotillion is designed to introduce students to social skills training through dance to develop personal confidence, an understanding of courtesy, consideration and respect	2008-2011
Chairman School Administration Committee for Mountainville Academy Worked closely with charter school administration through start-up phase to success story	2006-2011
Various church and community volunteer opportunities	2005-2018
Volunteer Yoga Instruction at Retirement Community and Alcohol Recovery Treatment Center	2005-2010

Education/Honors/Activities

BS Business Management, Western Governors University

Yoga RYT 200

Multiple year Ranir Global Holdings Tigress Award for "Outstanding Revenue Results", "Sales Associate of the Year"

Pilates – Yoga – Reading – Boating – Cooking – Interior Design