

# THOMAS KNOOIHUIZEN

*NATIONAL CPG SALES & ACCOUNT LEADER*

*Target Account Management | Strategic Customer Growth | Joint Business Planning | Commercial Strategy*

*EXECUTIVE BIOGRAPHY*



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## EXECUTIVE BIOGRAPHY

Thomas Knooihuizen is a national sales and key account leader with more than 19 years of experience driving retail growth, strategic customer partnerships, category expansion, and commercial performance across the beauty and personal care industry. During his tenure with Pro's Choice Beauty Care, Thomas built a strong record of large-scale retail growth and strategic account leadership. He grew the Target business from \$10M to \$160M, generated more than \$1B in cumulative retail sales, and negotiated \$100M+ in annual Joint Business Plans with guaranteed margins exceeding \$30M. His leadership extended across pricing, promotions, category strategy, forecasting, inventory optimization, and national retail execution. Thomas has also demonstrated significant people and operational leadership, guiding a 15-member sales and account management team while overseeing strategies across more than 100 SKUs and 100 retail planograms. Through forecasting and inventory optimization initiatives, he improved cash flow by \$1.2M, reduced slow-moving inventory by 15%, and sustained 90%+ fill rates across major retail channels.

A defining element of his career has been the ability to build and sustain strategic retailer relationships. His leadership helped maintain Target as the exclusive primary haircare vendor for 20 years, reflecting a sustained focus on customer partnership, commercial execution, and long-term business growth.

Thomas holds a Bachelor of Business Administration in Finance from the University of Minnesota Duluth and brings expertise spanning national sales strategy, key account management, joint business planning, category management, profitability, forecasting, pricing strategy, retail analytics, and sales leadership.