

THOMAS KNOOIHUIZEN

*NATIONAL CPG SALES & ACCOUNT LEADER
EXECUTIVE VALUE PROPOSITION*

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EXECUTIVE VALUE PROPOSITION

Thomas Knooihuizen brings 19+ years of national retail sales leadership across the beauty and personal care industry, with a proven ability to translate customer strategy into measurable commercial growth, stronger profitability, and sustained retail partnerships.

What I Bring

Scaled Commercial Growth Grew the Target business from \$10M to \$160M and generated \$1B+ in cumulative retail sales through strategic account leadership, category expansion, pricing, promotion, and national sales execution. **Strategic Customer Leadership** Built and sustained a 20- year Target partnership, strengthening retailer alignment through strategic account management, joint business planning, category strategy, and consistent commercial execution. **Profitability & Financial Discipline** Negotiated \$100M+ annual Joint Business Plans with guaranteed margins exceeding \$30M and generated millions in incremental profitability through strategic retail pricing and margin management. **Operational Performance** Improved cash flow by \$1.2M, reduced slow-moving inventory by 15%, and sustained 90%+ fill rates through forecasting, inventory optimization, analytics, and operational planning. **Sales & Team Leadership** Led a 15- member sales and account management team, driving national growth initiatives while strengthening accountability, execution, and cross-functional alignment.

Executive Value

Thomas combines strategic customer leadership, commercial discipline, retail analytics, operational execution, and people leadership to drive sustainable business performance. His experience across national retail sales, category growth, pricing, forecasting, profitability, and customer partnerships positions him to contribute at the intersection of growth strategy, customer value, and disciplined execution.