



THOMAS KNOOIHUIZEN

NATIONAL CPG SALES & ACCOUNT LEADER

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

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SUMMARY

CPG sales leader with 19+ years of national retail experience driving Target growth, strategic partnerships, and commercial performance. Grew Target business from \$10M to \$160M and generated \$1B+ in cumulative retail sales, including negotiating \$100M+ annual joint business plans. Proven leader in customer negotiations, sales teams, profitability, forecasting, and data-driven growth. Experienced in strengthening retailer partnerships, optimizing inventory, and delivering sustained commercial results across national retail channels.

KEY ACHHIEVEMENTS

- Grew the Target business from \$10M to \$160M, delivering significant category expansion and strengthening a 20-year national retail partnership.
- Generated \$1B+ in cumulative retail sales while expanding market share and consistently surpassing growth targets across national beauty portfolios.
- Negotiated \$100M+ annual Joint Business Plans with \$30M+ guaranteed margins, driving customer alignment, profitability, and sustainable commercial growth.
- Led and developed a 15-member sales team while directing strategies across 100+ SKUs and 100+ retail planograms to strengthen national retail execution.
- Improved cash flow by \$1.2M, reduced slow-moving inventory by 15%, and sustained 90%+ fill rates through forecasting, inventory optimization, and data-driven retail planning.

CORE COMPETENCIES

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|--------------------------------|----------------------------|
| • Relationship Building | • Demand Forecasting |
| • Sales Team Development | • Category Management |
| • Executive Communication | • Joint Business Planning |
| • Strategic Negotiation Skills | • Strategic Account Growth |
| • Strategic Decision Making | • Revenue Growth Strategy |
| • Cross-Functional Leadership | • Profitability Management |

PROFESSIONAL EXPERIENCE

Treasurer, Volunteer, O.G.B.B. 2018 – 2026

- Directed financial oversight, budgeting, and fundraising activities, strengthening financial administration and operational support for the organization.
- Coordinated treasury operations and fundraising initiatives, supporting effective resource planning and execution across program activities.
- Managed stakeholder engagement across booster activities, strengthening collaboration among program participants and community supporters.
- Provided volunteer leadership across financial and organizational initiatives, demonstrating continued accountability, coordination, and operational leadership.

Director, PRO'S CHOICE BEAUTY CARE 2006 – 2025

- Grew the Target business from \$10M to \$160M by 2018, accelerating category expansion and strengthening a long-term national retail partnership across haircare and skincare portfolios.
- Generated \$1B+ in cumulative retail sales by expanding market share, surpassing growth targets, and executing national sales strategies across major retail channels.
- Negotiated \$100M+ annual Joint Business Plans with guaranteed margins exceeding \$30M, strengthening retailer alignment, profitability, and long-term commercial performance.
- Led a 15-member sales and account management team, driving execution of national growth initiatives while strengthening accountability and cross-functional alignment.
- Directed pricing, placement, and promotional strategies across 100+ SKUs and 100+ retail planograms, expanding national retail presence and supporting category growth.
- Improved cash flow by \$1.2M through enhanced forecasting and inventory optimization initiatives, including a 15% reduction in slow-moving stock across major retail channels.
- Sustained 90%+ fill rates and in-stock performance through data-driven analytics, demand forecasting, and operational planning supporting national retail execution.
- Retained Target as the exclusive primary haircare vendor for 20 years through strategic account leadership, consistent performance, and category-level partnership management.
- Directed national retail sales strategy across beauty portfolios, leveraging IRI and Nielsen analytics to strengthen category planning, forecasting accuracy, and performance visibility.
- Optimized retail pricing strategies for key accounts, generating millions in incremental profitability while protecting long-term brand margins and customer value positioning.

EDUCATION

Bachelor of Business Administration (BBA), Finance Duluth, MN
University of Minnesota Duluth

CERTIFICATES

- JDA Certification

TECHNOLOGY & ANALYTICS

IRI | Nielsen | JDA | Tableau | Microsoft Office Suite | QuickBooks | Microsoft Teams | Zoom | Google Workspace