DEREK SULLIVAN

FIELD SALES REPRESENTATIVE

CONTACT

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Louisville, KY

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SKILLS

- Field Sales
- Prospecting
- Negotiation
- Account Management
- Salesforce
- Excel
- PowerPoint
- Microsoft Office
- Outlook
- Customer Service

EDUCATION

Bachelor of Science

05/2021

University of Louisville

Louisville, KY

Marketing

CERTIFICATES

ServSafe Food Protection Manager

06/2023

National Restaurant Association

SUMMARY

Field sales representative with 5 years in food and beverage sales, visiting 70 Louisville restaurants, schools and caterers each week for a broadline food distributor. Grows case volume through menu reviews, prospecting and price negotiation, plans routes and orders in Salesforce, and holds a valid driver's license with a clean driving record.

EXPERIENCE

Field Sales Representative 04/2023 - Present

Bluegrass Foodservice Distributors Louisville, KY

Broadline food distributor serving 3,000 restaurants and institutions in Kentucky and Indiana.

- Grew book sales from $2.8M to **$3.9M** while visiting 70 accounts a week across Jefferson County.
- Prospect independent restaurants and caterers, opening 26 new accounts in 2025.
- Negotiate pricing and contract terms on proteins and produce, keeping margin above 19%.
- Present menu cost reviews in PowerPoint to chefs and owners, adding 3 product lines per account.

Route Sales Driver 06/2021 - 03/2023

Derby City Bakery Louisville, KY

Wholesale bakery supplying grocery and convenience stores.

- Delivered and sold bread and pastries to 45 grocery and convenience stores on a daily route.
- Increased route sales **17%** by signing 9 new stores and winning better shelf placement.
- Tracked orders, credits and stale returns in Excel, cutting waste 22%.
- Maintained a clean driving record over 60,000 route miles.

Brand Ambassador (Part-Time) 08/2019 - 05/2021

Ohio Valley Beverage Co. Louisville, KY

Regional craft soda maker sold in 300 stores.

- Ran 6 in-store sampling events a month at grocery and liquor stores.
- Sold **2,400** cases during sampling events in one year, ranking first of 10 ambassadors.
- Reported shelf counts and competitor pricing to the sales manager after every visit.