


# Connor DAPTO

target: SALES MANAGER -  
GOURMET FOOD



*“Bringing market-fresh,  
nutrient-rich and convenient  
products to all consumer markets.”*

## FOCUS:

FOOD SERVICES, CONSUMER GOODS, CATERING & FMCG COMPANIES

20 years in Food Services, FMCG, Grab-and-go & Ready-to-heat (RTH) Markets

Sales & Marketing  
Solution Selling  
Pipeline Development  
Business Development

Brand Building  
Supplier Relationships  
Deal Negotiation & Closing  
Category Planning

Key Account/Portfolio  
Management  
New Market Growth  
Territory Expansion

Sales Forecasting  
Gourmet Food Solutions  
Food Solution Channel  
New Product Development

## LEADERSHIP STRENGTHS & IMPACT

**Consumer-focused Business/Brand Builder** ... who's built, managed, and sold/exited organisations through LEAN operational leadership, process improvement, sales and marketing, relationship development, compliance, and people management.

- Grew FMCG/eCommerce start-up from a single food truck into an award-winning enterprise with multiple revenue streams and niche products—voted in the #top 10 within South Africa by Eat Out SA—and on to premium sale.

**Growth-driven Sales and Business Manager** ... who drove margin growth, expansion and profitability via strategic business planning, targeted pipeline generation, opportunity spotting, account management, deal negotiation, and customer advisory.

- Uniquely positioned Bluebird Provisions in a highly competitive market, by utilising wastage from existing suppliers to launch a new high-ROI product range (bone broth) and wholesale distribution unit.

**Engaging Relationship Builder** ... cultivating and facilitating genuine win-win business deal transactions through empowering stakeholder partnerships and mobilising people capabilities through shared collaboration and communication.

- Attained “preferred supplier” ranking with large South African, omnichannel retail firm Wellness Warehouse (28 stores and eCommerce platform), after brokering strong relationship with founding owners and meeting compliance measures.

**Innovative New Product Pioneer** ... who leverages technical skill and project management expertise to execute small scale category plans, lead R&D, identify niche products/markets, manufacture products and comply with QA/food safety guidelines.

- Disrupted the food services sector with Mozambique flame-grilled chicken dish, achieving \$100K AUD in sales for week 1. Also piloted convenient grab-and-go products and prepared, ready-to-heat (RTH) meal options and raw juices.

See next page for details about building a fast-growing FMCG start-up from scratch, innovative, high-ROI new product development and smashing revenue forecasts by 50%.

*Enabled customers nationwide to control and maintain health issues naturally.  
Grew bootstrapped start-up promoting Mozambique flame-grilled chicken dish  
from a single food truck into an award-winning enterprise  
—voted in the #top 10 within South Africa by Eat Out SA.*

## PROFESSIONAL EXPERIENCE

Bluebird Provisions | Ballito, Natal, South Africa

2000-2020

*Fast-growing start-up, delivering bone broth, dips, salad bowls and dressings to retail/wholesale sectors across South Africa.*

*Founder - Key Account Manager, Sales & Business Development Manager, New Product Development Manager*

Launched and scaled fast-growing FMCG start-up marketing family secret flame-grilled chicken dish, nutrient-dense bone broth and convenient on-the-go healthy products to consumers and retail and wholesale companies across South Africa.

Oversaw 100% of operation from strategy design/execution, product development (R&D), service delivery, sales and marketing, brand building/packaging, go-to-market/business planning, business development and key account management. After 20 successful years, primed business for premium sale in 2020 ahead of permanent relocation to Australia.

## SELECTED HIGHLIGHTS:

- **Attained “preferred supplier” ranking with large South African**, omnichannel retail firm Wellness Warehouse (28 stores and eCommerce platform), after brokering strong relationship with founding owners and meeting compliance measures.
- **Uniquely positioned Bluebird in a highly competitive market**, as the driving force behind growing the events-based start-up into a household brand with multiple revenue streams—voted “1 of the top #10 food trucks in South Africa.”
  - Built account portfolio from zero to 50 in the first 3 months and onto 200 retail outlets and other private eCommerce clients by 2019 financial year-end.
  - Leveraged food truck mobility and commercial equipment, growing capacity to serve 400 customers per day/event.
  - Utilised wastage from existing suppliers to launch a new high-ROI product range (bone broth) and wholesale distribution unit. New products and extra revenue raised cash flow and differentiated business within the market.
  - Championed new product launch plans ensuring speed to market on new lines such as naked bowls (ready-made salads and dressing), salad dressing, stay-home family packs, dips and juices for the health and wellbeing market.
- **Boosted national brand awareness**, through working closely on product range with key distribution accounts (and other stakeholders), launching eCommerce platform, and forging long-lasting relationships with customers and suppliers.
  - Maintained strong catering presence at major musicals, corporate functions, local markets, and sporting events (George Ezra, Mumford and Sons, Milky Chance, Investec, Amashova Durban Classic Cycle Race).
  - Featured in multiple in-flight and national magazine articles.
  - Recognised as 1 of the #top 3 bone broth manufacturers to supply Wellness Warehouse and Jacksons Real Food.
  - Earned 3<sup>rd</sup> place in the “Regional Entrepreneur of the Year” competition (2015) and #top 10 in the national finals.
  - Leveraged rapid growth to facilitate complementary branding partnerships with signature coffee brands for product launches, parties, and year-end functions. Affiliations provided all-inclusive offerings for clients and corporate firms.
  - Project managed brand and visual concept for a coffee and retail outlet within lifestyle market called “The Market.”
- **Disrupted the food services sector with Mozambique flame-grilled chicken dish**, breaking forecasted sales 50%. Later piloted convenient grab-and-go healthy products and prepared, ready-to-heat (RTH) meal options and raw juices. Leveraged innovation and technical/project management expertise to execute small scale category plans, lead R&D, comply with QA and food safety guidelines, manufacture products and formulate pricing and product labelling.

See next page for details about scaling a gourmet strawberry start-up into a \$300M operation and receiving private sales mentoring with Tony Robbins (Success Coach).

*Selling gourmet strawberry food solutions into luxury hotels, restaurants, and venues as the one-stop (and preferred) supplier for kitchens across the country.*

## EARLY CAREER SENIOR LEADERSHIP APPOINTMENTS

*Managing Partner, Simply Strawberries, Christchurch, New Zealand*

Built gourmet strawberry business (harvest and supply) from \$0 to \$300M AUD annual turnover, delivering fresh berries, muffins, cakes, and biscuits to hotels, restaurants, and cafes across New Zealand and Australia. Optimised direct-to-consumer markets (National and International), through powering innovative revenue focussed opportunities/strategies, including the development of packaging and brand guidelines, and business development. Inspired knowledge sharing among sales teams to broker new business opportunities while creating new business plans and ensuring successful delivery to market.

Designed benching and harvesting systems, identified, and experimented with innovative growing methods and managed the R&D project plan (financial and marketing aspects). Sourced unique and new cultivars, experimented with innovative packaging concepts, and identified niche markets for the product.

## MENTORING, EDUCATION & PROFESSIONAL DEVELOPMENT

**Mentorship:** Mastering Sales. 120 hours personal mentorship with world-renowned Success Coach, Tony Robbins.

Food Safety Supervisor (Level 1&2), Food Safety First

2019

Certificate in Allergens, Food Allergy Aware

2019

Mastering Sales Program, Kellogg Executive Education

2019

21st Century Sales Training for Elite Performance,  
Brian Tracy

2019

The Art of Sales: Mastering the Selling Process Specialisation,  
Coursera

2011

### **Resume Strategy:**

Connor had launched his own gourmet food business where he managed all aspects of the operation (sales, business development, supplier relationships, product development and R&D, revenue diversity, customer experiences and so much more). After 20 successful years and taking his business great heights he decided to sell the business and relocate to Australia.

Connor was seeking a sales/business development leadership role within the gourmet food services space and had so much to offer a potential employer. After some networking, Connor had brokered a potential opportunity with a growth-stagnant company where his vast experience had piqued the interest of the MD.

I strategically matched Connor's new resume to the corporate branding of his target company (colours and shapes) and sold his value through front-loading bullet points with relevant and mind-blowing results. I was careful not to oversell Connor for sales and business development roles! I squeezed as much white space into the resume as possible while also considering font size and spacing to enhance readability.

Connor was swamped with interviews and received 3 strong offers of employment after trying his new resume in the market.

Please Note: This resume was written for the Australian market; therefore, spelling, dates, and acronyms, are in line with relevant standards. The format was kept at A4 sizing (in compliance with 2021 TORI requirements) and page length fits within the 3 to 4 pages widely accepted across Australia as best practice. Content has been fictionalised to protect client privacy.