



Peter Christoff

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President / Chief Operating Officer / Chief Sales & Marketing Officer / Leadership Specialist

A dynamic and proven, results-oriented leader with 30+ years of consistent success in the development and execution of growth initiatives for International CPG companies. Highly adept at creating and motivating teams to maximize sales productivity and organizational efficiency. An analytical and data-driven problem solver with extensive skills in Business Development, Operations, Sales & Marketing Strategy, Scaling for Growth, P&L Management, Strategic Planning, Social Media Marketing, Training, and Technology.

Professional Experience

Managing Director, SVP North America (Consulting)

Healy World GmbH – Orlando, FL

2023 – Present

Responsibility: To manage and run all aspects of North American business operations for a global medical device company. Challenged with building the foundation to scale growth from \$50 - \$200 million by seeking new channels for distribution and revenue. With full P&L control, am leading all budgeting, forecasting, as well as the creation and execution of all short and long-term sales, operational, and marketing strategy plans.

Senior Vice President of Sales & Operations (Consulting)

BELLAME Beauty, Inc. – Fort Worth, TX

2022 – 2023

Responsibility: Brought in to build the organizational support structure in both Sales and Operations for an Inc. 5000 luxe beauty and skincare company experiencing significant growth. Led field development, incentives, recognition, training, sales reporting, logistics, inventory management, back-end systems, order fulfillment, customer service, compliance, and laid the foundation for future international expansion.

Achievements:

- Created affiliate and influencer marketing programs to double brand partner acquisition in year 1
- Helped launch 8 nutrition and wellness products, increasing repeat auto-ship orders by 14%
- Developed and created an online document and video sales training library for sales representatives
- Led the successful changeover to a new, larger shipping vendor that reduced costs and significantly improved overall service level
- Helped create, launch, support, and track 5 incentives and 41 promotions, increasing sales by 10%

Chief Operating Officer

FITTEAM Global, Inc. - Palm Beach Gardens, FL

2017 – 2022

Responsibility: To manage and run all aspects of daily operations for a leading health & wellness, nutrition & weight loss lifestyle company. Led product development, marketing, manufacturing, logistics, order fulfillment, IT (website, back-end, and apps), sales tracking, P&L management, budgeting, forecasting, sales tax, compliance, reporting, field compensation, training/coaching, customer service, and all international expansion.

Achievements:

- Developed and launched 4 new products that added \$21 million in first year revenue
- Completely re-branded entire company (all products, marketing, training materials, and website)
- Led software platform system and shopping cart conversion to newer, more robust and expansive one
- Created influencer and affiliate marketing programs to increase profitability of new sales
- Successfully planned/led the launch of 4 new growing international markets (CAN, MEX, ECU, DR)
- Developed and converted to new manufacturers and shipping vendors to cut costs by 19%

Chief Sales & Marketing Officer (Consulting)**BriAA USA, Inc. – Miami, FL****2016**

Responsibility: To plan and successfully execute the US launch of a new anti-aging skincare line for a leading international contract manufacturer of prestige cosmetics and skincare. Built and trained the entire US sales force for a successful launch.

Chief Executive Officer (Consulting)**LiveSmart 360 Intl. / Sora Wellness / StarRizer, LLC – Sarasota, FL****2015**

Responsibility: Brought in to take over a portfolio of companies in distress (functional food, nutritional supplement, and internet SaaS technology), to assess financial position and resources. Evaluate all aspects of the P&L to propose and quickly execute strategies to invest, sell, or close.

President**MANA Products, Inc. / Junetics LLC – New York, NY****2013 - 2015**

Responsibility: Tasked to build and launch a brand-new company from the ground up for an industry leader in the prestige cosmetics and skincare market. Led the team that completed all product development and clinical testing of a breakthrough anti-aging product line, as well as all branding, packaging, production, and marketing of the new products. With full P&L control, established all budgets, forecasts, short and long-term goal projections, including creating strategic sales, marketing, and operational plans. Compiled an all-star leadership team and created dynamic marketing materials and sales materials to aid in product distribution. Oversaw IT development, integration, and implementation between multiple functional areas: websites, order entry, customer service, CRM, distribution, finance, sales tax, commission payment, and mobile application development. Established all merchant and vendor relationships to conduct business internationally and led the recruiting/motivation/training efforts for the entrepreneurial distribution network.

Achievements:

- Executed a successful on-time and on-budget company launch leading to \$5 million in 1st year sales

Vice President & General Manager, Shaklee Canada**Shaklee Corporation – Toronto, Canada****2010 - 2012**

Responsibility: Independently ran and managed all revenue and cost elements of the P&L / income statement, for a \$25 million per year international market. Led all sales, marketing, fulfillment, distribution, and operational functions for an industry leader in nutritional supplements, weight loss, environmental cleaning, and personal care products. Responsible for strategic development and the effective planning, staffing, and execution to achieve all sales and profit targets.

Achievements:

- Reversed a 5-year double-digit sales decline, increasing sales 10.2%
- Increased Regional Sales Leader productivity 9%, and retention 8.5%
- Created new business growth via social media and developed online training/recruiting systems
- Reduced SG&A internal costs by 6.8%, increased Net Income by 11.8%

Director of Sales, Training & Incentives
Shaklee Corporation – Pleasanton, CA
2006 – 2010

Responsibility: In addition to the responsibilities listed prior (manage a sales force responsible for \$500 million in U.S. Sales), led the strategy, development, launch, execution, coordination, training, communication, tracking, budget, and analytics of all field-based incentives for the U.S. and Canada (total incentive budget of \$3.5 million).

Achievements:

- Created and launched a points-based Incentive System rewarding incrementality on current year growth
- Responsible for a 12.2% decrease in incentive budget, increasing productivity and achievers 10.9%
- Developed and launched new Cash Incentives resulting in a 24% increase in first purchase sales

Director of Sales
Shaklee Corporation - Pleasanton, CA
2001 – 2006

Responsibility: Responsible for the development, management, and performance of over 5,000 Regional Sales Leaders and 190,000 Distributors, contributing over \$500 million in annual sales. Led team responsible for execution of new product launches, training, coaching, marketing, sales promotions, incentives, and communication. Conducted all monthly departmental financial reporting as well as managing and leading fund raising for *Shaklee Cares* - the publicly supported, non-profit charitable organization.

Achievements:

- Instrumental in the development of 16 new national sales incentives, and successfully launching 26 new products - collectively responsible for over \$254 million in sales over 4 years
- Contributed to a 5% decrease in SG&A spending and a 28% increase in demand sales from 2001-2006
- Developed a nationwide training program for recruiting/retention

United States Navy – San Diego, CA
1982 - 1988

Responsibility: HM3, Medical Department, USS William H. Standley (CG-32)

Achievements: Awarded Navy Achievement Medal - 1986

Education

Master of Business Administration - University of Utah - 1995
Executive level classes in management, economics, marketing, finance, and accounting

Bachelor of Science in Business / Marketing - University of Utah - 1993
Emphasis in marketing, minors in advertising, chemistry, and philosophy.

Certifications

- Lean Six Sigma Black Belt (ICBB Accredited)
- SQL Server Data Analysis
- Total Quality Management (TQM) Certification
- Weight Loss Coach (Accredited)
- Advanced Global Supply Chain Management
- A.I. Marketing for Business Growth
- Health & Wellness Coaching (CPD Accredited)
- Social Media Marketing

About Me

My philosophy is to be energetic, motivated, passionate, organized, analytical, dedicated, and willing to do whatever it takes to get the job done, and done right! But more than that - I believe everyone should have a fantastically contagious attitude about life and they should bring that attitude to work with them every day. To me, success is all about hard work, accountability, paying attention to details, and having a sense of urgency. My experience has taught me that timely and prudent planning leads to flawless execution. And finally, I think decisions should not be made for the short-term, but because they are the right thing to do for the long-term health and success of the business.