

Brenda Riney

Senior Account Director at IN Marketing Services

Summary

Highly capable, innovative leader with over 20 years of experience in developing and implementing business strategies for consumer packaged goods companies to profitably sell more products in retail chains: Walmart, Sam's Club, Target, HEB, Office Depot, Kmart, Staples, AWG and Walmart.com Experienced executive with excellent history of successful leadership in strategic sales representing top consumer brands & licenses (e.g. Coke, NASCAR, Budweiser, Rock Band, Mikasa, Guinness)

Specialties

Sales, Brand Marketing, Digital Marketing (emphasis in Mobile), Private Label

Experience

Senior Account Director at IN Marketing Services

February 2015 - Present (11 months)

National Account Manager at ConAgra Foods

April 2013 - February 2015 (1 year 11 months)

Shopper Marketing / Customer Marketing at Central Garden & Pet

September 2010 - April 2013 (2 years 8 months)

President at Riney Retail Consulting

October 2002 - April 2013 (10 years 7 months)

- Structured Global Sales Strategy & Sales Organization with key Selling tools required for global launch of Mobius – innovative mobile marketing company with state-of-the-art image recognition technology
- Helped suppliers be more valuable & effective partners with Walmart in order to better achieve their business objectives
- Consulted with companies that want to become Walmart suppliers by identifying products more aligned with WM direction
- Consulted with MTV (cross-departmental promotions at Walmart of Rock Band 2 and other retail / licensed programs)

VP Walmart & Sam's Club Team at Heartland Sweeteners

September 2008 - June 2010 (1 year 10 months)

Manage Walmart, Sam's Club and other strategic accounts.

Team Leader for Wal-Mart & Sam's Club accounts at Arc International

April 2005 - March 2008 (3 years)

Manage sales teams for Wal-Mart & Sam's Club

Senior National Account Manager at Encore

October 2004 - March 2005 (6 months)

Managed sales for Wal-Mart, Sam's Club and Office Depot

National Account Manager at Atkins Nutritionals

2004 - 2004 (less than a year)

Director of National Accounts at Emerald Innovations

September 2002 - 2004 (2 years)

Sr. Key Account Manager at Anheuser-Busch

1993 - 2002 (9 years)

Manager at Price Waterhouse

1990 - 1993 (3 years)

Senior Consultant at Andersen Consulting

October 1988 - October 1990 (2 years 1 month)

Engineer at Boeing

July 1984 - October 1988 (4 years 4 months)

Skills & Expertise

Sales

Private Label

Consumer Products

Retail

Forecasting

Cross-functional Team Leadership

Product Development

Sales Management

Key Account Management

Strategic Planning

Sales Operations

Selling Skills

Customer Insight

FMCG

Email Marketing

Shopper Marketing

Education

University of Missouri-Columbia

BS, Industrial Engineering, 1980 - 1984

SIUE (Southern Illinois University)

MBA, Marketing / Management

Interests

Tennis, soccer, volleyball, mobil cell marketing technology

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[Contact Brenda on LinkedIn](#)