

**LAURA LEE LARSON**  
**521-D Chicago Ave, Evanston, IL 60202. (630)-319-0000**

**PROFESSIONAL EXPERIENCE**

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**WRIGLEY CONFECTIONS COMPANY**

***Senior Training Manager (Chicago, IL)***

**12/09-present**

- Develop and/or deliver several successful Sales training programs, including: Customer Management College (CMC) for Sales personnel; Category Management trainings; *Forté* training for “high potential” Sales personnel.
- Design E-Learning courses, and video “training tips” for training summaries and follow up.
- Active member of the U.S. *Inclusion Council*, dedicated to supporting Diversity and Inclusion efforts ('06 to present)

***Senior Training/Category Development Manager (Chicago, IL)***

**5/06 – 12/09**

- Position included a strong dotted line responsibility to the Sales training department. Developed and delivered several Sales training programs.
- Provided Category Management consulting/training to several top retailers.
- Partnered with Category Management counterparts to share best practices. Developed new business building solutions/training programs and tools. Facilitate train the trainer, or topical sessions during National and/or Global Summits.
- Delivered strategic training initiatives developed by Organizational Development (*Coaching the Wrigley Way*, etc).

***Senior Category Development Manager - Strategic Accounts (Chicago, IL)***

**2/05 – 5/06**

- Managed eight Category Development Managers/Analysts assigned to the development of building solutions for key Mass Merchandiser, Drug, Value Trade, Military, and New Business customers
- Represented Wrigley at several mid to mid presentations, including: Target, K-Mart, Walgreens, Rite Aid, CVS, Dollar General, Family Dollar, Home Depot, Nexcom, AAFES, and DeCA
- Collaborated with cross- functional teams to develop several *Best in Class* insights, tools and trainings

**MILLER BREWING**

**10/03-2/05**

***Strategic Accounts Sr. Category Manager (Milwaukee, WI)***

- Developed Category Management strategy, and led business building processes in Sales group
- Developed and delivered Category Management Solutions training program for all chain Sales
- Designed automated Business Assessment and Tactical Tools (“BATT”), which provided thorough analyses of account performance and opportunities with presentation ready account insights and examples
- Designed new consumer framework process that included automated tools with presentation ready account insights
- Led cross-functional team that included leaders from Business Insights and Marketing to drive improved processes
- Presented to senior management in several retailers including: Wal\*Mart, Safeway, Target, Kroger, Albertsons and Rite Aid
- Participated as Team Leader of Rite Aid Vendor Advisory Council
- Assisted with newly developed Leadership Account Planning (LAP) process, training, and implementation
- Trained/coached field based Category Management personnel
- Leader in the development of Milleradvantage.com website for retailers
- Worked with advertising agency to develop public relations strategy, articles, and advertising

**DIAGEO**

**10/01-10/03**

***National Strategic Accounts Category Manager (Chicago, IL)***

- Developed first national platform for Category Management department
- Designed Category Management training, and website containing toolbox of consumer insight and sales presentations
- Secured Wal\*Mart Category Advisory Status for the Spirits category
- Led cross functional team to develop state of the art merchandising and shelving concepts for the spirits category

**SOLO CUP COMPANY**

**1/00-10/01**

***National Category Development Manager (Highland Park, IL)***

- Developed company’s first Category Management Department
- Designed Consumer Sales Toolbox and website. Developed and delivered Toolbox training for Sales and brokers.
- Developed Category Management partnerships with key retailers (Wal\*Mart, Kroger, Walgreen’s, Safeway, HEB, Vons)

**S. C. JOHNSON WAX**

**10/96-01/00**

***Sales Technology Manager (Evanston, IL)***

- Category Captain at Walgreen’s and Rite Aid for HH Cleaner Aisle, Air Care and Pesticides ('98 & '99)
- Worked with SCJ HQ personnel on Category Management training programs and tools designed for Sales

## **WARNER LAMBERT COMPANY**

**11/94-10/96**

### ***Category Manager - National Accounts (Elk Grove Village, IL)***

- Category Captain at Target for Cough/Cold, Oral Care, Antacid Mouthwash, First Aid and Lotion
- Awarded *Vendor of the Year* at Target for excellence in Category Management
- Teamed with Target Account Manager to grow Warner-Lambert Business (+45.7%)
- Received Warner-Lambert 1995 Category Management *Pyramid Award of Excellence*

## **BRISTOL-MYERS SQUIBB**

**1/93-11/94**

### ***Wal\*Mart/SAM'S Category Development Manager (Bentonville, AR)***

- Acted as the Category Captain at Wal\*Mart for Deodorant/AP and Cough/Cold Categories
- Selected by Wal\*Mart as one of three participants to help decide future Health & Beauty Care vision and layout

### ***Sales Development Manager (Barrington, IL)***

- Trained 12 Business Development Managers in various technical, analytical and selling skills

## **KRAFT**

**5/87-1/93**

### ***Skill Development Project Manager (Glenview, IL)***

- Member 4 person team responsible for training over 20,000 employees
- Major Project: Kraft General Foods (KGF) - KUSA Order / Transaction Management
- Designed and implemented KGF job responsibility training programs for KUSA and Headquarter personnel
- Presented monthly progress of Order / Transaction Management project to KGF Board of 6 Vice Presidents
- Awarded *Excellence Award* from Executive Committee
- Delivered KUSA Region Category Sales Management Orientation Program, first self-directed training program

### ***Senior Business Consultant - Systems/Sales Technology Departments (Glenview, IL)***

- Delivered hardware/software and job role training to 75 District Sales Technology and Shelving Managers
- Co-Designed the PC-based "Sales Workbench" containing analytical tools for all KUSA Sales
- Designed Kraft's first National Sales Technology Conference to introduce "Sales Workbench"

### ***Training and Technology Manager (St. Louis, MO)***

- Piloted new position as local district training, consumer information, and technical expert
- Winner *KUSA National Sales Contest* as a result of success and national rollout of new position
- Conducted regular District and Account Strategic Business Reviews and Training programs
- Representative in IBM Application Transfer Study resulting in Sales Force Automation program

### ***Account Manager - National Foods (St. Louis, MO)***

- Achieved Sales plan consecutive quarters (increased authorization base +19% and sales objective by +24%)
- Became first Account Manager to sell and implement a Planogram at account using Apollo

### ***Sales Representative (St. Louis, MO)***

- Winner *KUSA National Sales Contest*
- Achieved maximum bonus/goals each quarter

## **EDUCATION**

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Ed.D. Adult Education, National-Louis University, Chicago, IL	4/09
MA (With Distinction) Adult Education/Workplace Learning, National-Louis University, Chicago, IL	6/93
MBA program, Washington University, St. Louis, MO (attended first year, then relocated to Chicago)	6/90
BS (With Distinction) Management, Indiana University, Bloomington, IN	5/87

## **PROFESSIONAL CERTIFICATIONS / ACTIVITIES / AWARDS**

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Adjunct Professor: DePaul University Sales Leadership program 2008 - present  
Guest teacher: DePaul University MBA program November, 2006; National-Louis University 2008  
Covey Certifications: *Focus, 7 Habits Signature and Managers*  
Member *American Society for Training and Development* (1992 – Current)  
Key note speaker: C.L. Johnson, Inc. annual conference 2006-2007  
Recipient *Outstanding Young Women of America* as well as listed in *Manchester's Who's Who* in 2007  
Member Evanston Women's Club (1999-2004)  
Communication/Training Director, Network for Prisoner and Family Ministry 1995-2004 (Board member 2004-present)