

Walter Liu, DBA
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Leader ♦ Team Builder ♦ Insights Expert ♦ Strategic Thinker

PROFESSIONAL EXPERIENCE

December 2003 to Present

DEL MONTE FRESH PRODUCE N.A., INC. (Coral Gables, Florida)

Senior Director, Category Management and Merchandising (December 2006 to Present)

Director, Category Management and Merchandising

Senior Business Development & Retail Programs Manager

- Built and manage team providing insights support for customers in the United States and Canada
- Identified, researched, and implemented state-of-the-art category management and insights tools
- Manage and execute quantitative and qualitative consumer and market research projects
- Category advisor experience with national accounts including Ahold, Delhaize, Kroger, and Target

Marketing Manager, Fresh-Cut (March to December 2006)

- Responsible for product and brand management functions including analyzing consumer trends, managing product development, creating point-of-sale materials, and facilitating packaging design
- Created and managed marketing plans and promotional initiatives
- Built sales presentations and sell sheets to obtain new business and manage existing accounts
- Managed budget for fresh-cut initiatives
- Supervised projects of assistant marketing manager

Retail Category Programs Manager (December 2003 to March 2006)

- Analyzed and interpreted retailer and syndicated data to help make category decisions
- Monitored development of planograms to enhance product merchandising at retail level
- Developed and maintained library of consumer, product, and trade data
- Supervised day-to-day tasks of category analyst

June 2001 to November 2003

LINDT & SPRÜNGLI (CANADA), INC. (Toronto, Ontario)

(Marketer and distributor of Lindt chocolates and Ricola herb cough drops)

Assistant Customer Development Manager (March to November 2003)

- Created and managed sales focused planning and tracking documents
- Conducted sales and customer analyses in support of sales team
- Built and maintained sales databases (utilizing Microsoft Excel pivot tables)

Business Development Analyst (June 2001 to March 2003)

- Developed Excel based sales tools employing internal and retail data
- Performed sales/business analyses to support senior and executive management team
- Created presentations using syndicated, internal, and retailer data

November 1999 to June 2001

COCA-COLA BOTTLING COMPANY (Toronto, Ontario)

Analyst, Wal-Mart Team (September 2000 to June 2001)

- Produced sales tools based on Retail Link data
- Utilized micro-marketing software to produce geodemographic consumer profiles
- Established Canadian portion of resource database

Category Development Analyst (November 1999 to August 2000)

- Created and updated customer presentations utilizing syndicated data
- Produced presentations that highlighted and outlined consumer preferences

June to August 1998

CAMPBELL SOUP COMPANY LIMITED (Toronto, Ontario)

Sales Merchandiser (Summer Position)

- Directly assisted sales specialists with merchandising program
- Interpreted and executed planograms for new product introductions

TEKNION FURNITURE SYSTEMS LIMITED (Toronto, Ontario)

Consultant (Contract Position)

- Designed and implemented a structure to assess the company's industry and market
- Performed in-depth competitor analyses

May to June 1997 and August to October 1996

SPECIAL EVENTS MARKETING NETWORK INC. (Toronto, Ontario)

Event Staff

- Executed marketing programs designed to increase product awareness
- Interpreted consumer feedback for product development

January 1995 to July 1997

WML DISTRIBUTING (Toronto, Ontario)

Owner/Manager

- Established and maintained client base
- Developed and managed operational budget

June to December 1994

ETHNOCULTURAL TRAINING ADVISORY COUNCIL (Toronto, Ontario)

Coordinator

- Prepared and reviewed proposals and reports
- Monitored training programs

EDUCATION

August 2021	FLORIDA INTERNATIONAL UNIVERSITY (Miami, Florida) Doctor of Business Administration <i>Dissertation title: Examining the Relationships between Factors of Employees' Perceptions of Knowledge Worker Productivity, Psychological Well-Being, and Performance</i>
June 1999	SCHULICH SCHOOL OF BUSINESS, YORK UNIVERSITY (Toronto, Ontario) (Rated #1 in Canada by The Economist, Forbes & CNN Expansion) Master of Business Administration (Entrepreneurial Studies & Marketing) <i>Member of team that received best Strategy Field Study/Master's Thesis award</i>
October 1994	UNIVERSITY of WESTERN ONTARIO (London, Ontario) Bachelor of Arts (Psychology)

CONTINUING EDUCATION

CORNELL UNIVERSITY (FOOD INDUSTRY MANAGEMENT PROGRAM)
Produce Marketing Association/Packer/Cornell Leadership Symposium

THE PARTNERING GROUP

The Best Practice Assortment, Retail Merchandising and Promotion Strategy and Execution

ACNIELSEN TRAINING SERVICES

MarketTrack Facts & Fundamentals

COCA-COLA COMPANY CONTINUING PROFESSIONAL EDUCATION

Category Management 103