

Troy Schwartzberg

Parkland, FL 33076 • (954) 347-6641 • troyschwartzberg@gmail.com

EXECUTIVE SUMMARY

Results-driven dynamic sales executive and entrepreneurial leader with 25+ years of experience growing and managing successful businesses through strategic vision, innovative sales approaches, and relentless execution. Proven ability to develop and implement high-impact sales strategies, penetrate new markets, and build lasting client relationships. Adept at scaling operations, driving revenue growth, and leading cross-functional teams to achieve business objectives. Leverages entrepreneurial spirit and a hands-on approach to identify opportunities, optimize performance, and turn vision into reality. Strong business acumen with expertise in negotiation, P&L management, and stakeholder engagement. Passionate about driving performance, fostering innovation, and positioning organizations for long-term success.

CORE COMPETENCIES

- Strategic Sales Planning & Execution
 - Key Account Target Development & Relationship Management
 - Pricing Strategy Development & Optimization
 - Client-Centered Product Development, Innovation and Marketing Initiatives
 - Building & Leading High-Performing Sales Teams
 - Sales Network Development & Accountability Management
 - Data-Driven Sales & Marketing Strategies
 - Delivering on Revenue & Growth Targets
 - Cross-Functional Collaboration with Ownership & Leadership Teams
 - Market Penetration & Expansion Strategies
 - Distribution and Logistics
-

PROFESSIONAL EXPERIENCE

TAS Business Holdings, Inc. (DBA Skys the Limit) — *Miami, FL*

President

Dec 2022 – Dec 2024

- Directed the operations of a premier outdoor furniture business, overseeing cross-functional outsourced teams in Finance, contract manufacturing, Sales, Supply Chain, and IT.
- Spearheaded strategic initiatives, ensuring alignment with organizational goals while fostering a culture of innovation and collaboration.
- Managed the integration of operational systems, ensuring seamless execution across multiple business units.
- Expanded product line and contract manufacturing relationship moving in-house manufacturing to partners with greater efficiencies leading to reduced cost and more focus on revenue growth.
- Achieved consistent growth through strategic decision-making and effective team leadership.
- Key account management with leading hospitality and multi-family portfolios. Including Marriott, Ritz, Hilton, Hyatt and others.

Exited Business in December 2024

Hometown Foods USA — *Miami, FL*

President

Jun 1996 – Dec 2023

- Grew revenue from \$6MM to \$32MM by developing and executing aggressive business strategies. Bagels and Cakes to Club, Retail and Foodservice.
- Directed 150+ cross-functional personnel in Sales & Marketing, Operations, Product Development, Engineering, IT, and Quality Assurance.
- Initiated and executed strategic expansion project adding frozen cake product line, developed and launched full cake product line from scratch. product development, branding, key account development and management. Adding 15mm in revenue in 3 years.
- Built and managed national sales team including in house sales managers and leading brokers.
- Developed and launched cheese bagel line. Added an additional 3mm in revenue.
- Secured private equity investment, guiding the company's acquisition and integration into a \$100MM operational platform.

Highlights:

- Delivered consistent substantial revenue increase through strategic partnerships with key clients, including Publix, Sam's Club, Walmart, and Costco.
- Developed and launched the Mrs. Wonderfals Brand of Premium Cake Products
- Managed end-to-end capital projects, adhering to budgets and timelines while optimizing resources.

Resigned from company in December 2022 to purchase new venture

Filled Bagel Industries — *Coral Springs, FL*

Executive Vice President, Sales and Marketing

Jan 2003 – Dec 2012

- Spearheaded all sales and marketing efforts for patented baked good product (cream cheese filled bagel bars).
- Pioneered into Key Accounts such as Disney, 7-Eleven, Sky Chef, Aramark, Sodexo, Broward and Dade County School Districts, Publix, and Costco.
- Strong focus on C-Store, Hotels, B&I, Colleges and Universities.
- Established National Foodservice supply chain distribution with Dot Foods.
- Established and negotiated strategic alliance with Kraft Foods for expansion.
- Drove the successful launch of a consumer goods product line Kraft Bagel-fuls, scaling revenue to \$65MM.
- Established contract manufacturing partnership to ensure production and supply chain capabilities.
- Established and managed strategic alliances, including a high-profile partnership with Kraft Global.
- Directed a multi-disciplinary team, overseeing all aspects of R&D, operations, and marketing.
- Negotiated and implemented shared services agreements, optimizing order-to-cash processes.

Highlights:

- Orchestrated a national sales broker network across retail, club, convenience store and foodservice.
- Secured key accounts with 7-Eleven, Costco, Walmart, New York Board of Education driving significant revenue growth.
- Designed and executed the marketing program for Fox Teen Choice Awards, boosting brand visibility.

Exited Business in December 2012

EDUCATION & CERTIFICATIONS

Lynn University — *Boca Raton, FL*

Bachelor's in Sales and Marketing, 2000

Professional Memberships:

Project Management Institute (PMI)
