



Donna Shunk

CPG Sales Manager

Donna Shunk has dedicated over 25 years to establishing herself as a foremost consumer-packaged goods (CPG) industry expert. Her tenure includes transformative roles at top corporations like Warner-Lambert Consumer Healthcare, Bayer Consumer Products, Mars Wrigley, and Lavazza NA, where she honed her exceptional sales skills.

A strategist at heart, Donna thrives in dynamic environments, developing sustainable business strategies and forging win/win relationships with buyers and C-level executives. Significant

achievements in sales leadership mark her career, and she is known for her drive to produce remarkable business outcomes. Donna's accolades include:

- Initiating win-win retail in-store activities and sales strategies.
- Leading national broker teams.
- Effectively managing third-party vendors.

Her strategic insight is evident across multiple channels, including FDM, Convenience, Specialty, and B2B, where she has built substantial customer rapport and showcased acute business acumen.

Excelling in Sales Execution

Donna's career is predominantly anchored in sales, emphasizing the development of robust sales strategies, creating fact-based selling propositions, and fostering deep trust with customers. She prides herself on consistently over-delivering on sales results, having been selected by the Vice President of Sales for various high-impact roles over the years. Her commitment and ability to surpass sales objectives consistently have enhanced team dynamics and driven collective success.

Her adeptness in devising and executing comprehensive sales and trade strategies has regularly led to her surpassing both gross and net sales objectives. Her strategic initiatives have enhanced her leadership stature and underscored her ability to navigate complex market dynamics to achieve and exceed business targets.

Leadership and Team Growth

Under Donna Shunk's guidance, her teams have flourished by adhering closely to key performance indicators, achieving ambitious growth objectives, optimizing promotional and trade expenditures, and ensuring precise forecast accuracy. She excels in managing intricate sales operations, including the strategic onboarding of new broker organizations, negotiating commission structures, and managing smooth transitions, which helps maintain a robust customer base and strong client relationships.

Her notable performance in her recent role at Lavazza NA from 2021 to 2023 includes driving exceptional growth, marked by significant sales increases across several major retailers. During this period, she highlighted her unparalleled ability to foster substantial business growth and adapt strategies to suit evolving market conditions.

Broadening Sales Expertise

Donna's extensive expertise extends into new business development, where she has proven adept at identifying and capitalizing on emerging market opportunities. Her strategic foresight in spotting trends and quickly connecting with prospects has greatly aided her in expanding into new markets and increasing customer bases.

Her substantial experience in category management, shopper marketing, and merchandising further exemplifies her capacity to design and implement strategies that achieve outstanding in-store execution and customer engagement. Her campaigns are meticulously planned and executed, driving significant sales and enhancing consumer interactions, thus establishing her as a leader in retail merchandising and product innovation tailored to meet channel-specific needs.

Personal Life and Interests

Outside the professional spectrum, Donna enjoys a rich personal life marked by her passion for exploring various topics. Her curiosity often leads her to accumulate vast knowledge, which she loves sharing with others. An avid animal lover, she dedicates time to ensuring the well-being of her pets and actively supports humane treatment initiatives.

Champion of Animal Rights and Environmental Advocacy

Donna is an ardent advocate for animal welfare and environmental protection. Her support for The Farm Sanctuary since 2003 demonstrates her commitment to humane animal treatment. Her lifestyle choices and pescatarian diet reflect her dedication to these principles. Furthermore, she supports the Environmental Working Group (EWG), utilizing its resources to advocate for healthier and more sustainable consumer choices.

Community and Family Engagement

Family and community are pillars of Donna's life. She treasures the time spent with her nieces and their families and maintains a robust network of lifelong friends and colleagues garnered through her extensive career in the CPG industry. Her commitment to community involvement is unwavering as she continually seeks opportunities to give back and positively influence her surroundings.

Donna Shunk embodies the essence of leadership, integrity, and commitment, making her a venerable figure in her professional field and a valued community member.