Nisha Gupta, MBA, CPCC, PCC
Milwaukee, Wisconsin USA
414-719-1811
nisha@ngenuityllc.com

SUMMARY-BUSINESS EXECUTIVE

A highly accomplished B-B marketing and sales executive in foodservice and jan-san, paper industries with expertise in key areas including: General Management, Sales and Marketing, Product Management, and International Branch and Export Management and an outstanding track record of bottom line P&L improvement, restructuring and leading successful management teams, and increasing market share through new product innovation and new end user and distribution customer development. Experienced in management of acquisition integrations, intellectual property portfolios as well as litigations, international market development and creating the vision and implementing the direction of a business unit's destiny.

SUMMARY-EXECUTIVE COACH AND LEADERSHIP DEVELOPMENT TRAINER

A seasoned Executive Coach (PCC, CPCC) and certified Leadership & Team Development Trainer with extensive experience guiding individuals and teams from C-suite executives to managers. Skilled in fostering personal and professional growth, team dynamics, and leadership development through tools like Patrick Lencioni's Five Behaviors of a Team, Everything DiSC Suite, CCL Benchmarks 360, Better Conversations Everyday, FIRO-B, Workplace Big5, Change Style Indicator, EQi 2.0, and Hogan's Leadership Assessments.

NGenuity LLC—President 2012-Present

Strategic Management & Marketing Consulting

Successfully consulting and coaching for multiple clients in various Business to Business industries including foodservice equipment, lighting, management services, developing their new product, new channel, sales and marketing, organizational structures, voice of customer strategic initiatives and mentoring and developing managers and executives to maximize their potential.

- Reignited innovation with several clients connecting them with end users and inventors to develop innovative products with market-based demand.
- Re-organized teams into better organizational structure that complement business needs and employee strengths.
- Created new business development opportunities for multiple clients based on company core competencies and market need.

NGenuity LLC—Executive Coach and Trainer 2017-Present

Executive Coaching and Leadership Training

Successfully coaching for multiple clients in various industries including B-B, Fortune 500, Non-Profit, Higher Education, Professional Services, etc. coaching and training managers and executives to maximize their potential.

- Professionally Coached and Mentored executives and managers one-on-one from various industries to successfully create awareness and satisfaction of themselves and then partnered with them to achieve their personal, professional and leadership growth and development goals.

- Trained teams virtually and in-person on Patrick Lencioni's Five Behaviors of a Team and Everything DiSC Suite of trainings tools. (Workplace, EQ, Productive Conflict, Management, Work of Leaders, 363 for Leaders)
- Deployed and reviewed results of 360 feedback assessments with Executives and Managers using the DiSC 363 and CCL Benchmarks 360 tools.

Centers for Creative Leadership - Leadership Coach 2023-Present
Successfully coaching for multiple clients in various industries including B-B, Fortune 500, Non-Profit, Higher Education, Professional Services, etc. coaching managers and executives to maximize their potential.

- Integrative Coach for the CCL-LDP program participants reviewing results for various assessments (Benchmarks 360, FIROB, Workplace Big 5) and then partnering with clients to coach on goals.
- Executive Coach for CCL reviewing results for various assessments including Hogans Leadership Forecast Series and Benchmarks 360 and then partnering with clients to coach on goals.

San Jamar - Chef Revival 1993 - 2012
Leading global manufacturer of away-from-home paper dispensers and foodservice small wares with focus on new products and end user and channel development with revenue of approx. $100 million.

Vice President, Marketing and End Users 2012
Responsible for restructuring and leading 17 person marketing department and End User sales team after Private Equity acquisition.

- Reorganized the marketing team by increasing category focus, reenergizing new product innovation initiatives, and eliminating under performers escalating profitability at a rate of 250% growth and top line revenue of 10%+.
- Negotiated exclusive license agreements with multiple inventors for new products.
- Lead and participated with teams to negotiate and sign contracts with nation's largest end user group purchasing organizations and restaurant chains including McDonalds, Sodexo, Premier and Compass.

Vice President, Business Development 2010 - 2012
P&L Responsibility for the managing the company's largest national distribution and end user accounts in jan/san and foodservice through a team of 11 direct employees and 35 independent manufacturers' representative organizations comprised of over 200 people

- Restructured and hired new sales team to have internal and external based team of sales and channel marketing to focus on top 10 customers.
- Grew all 10 major national distribution accounts 10% - 150% in adverse economic conditions with largest accounts growing $1 million +.
- Developed new focus on GPOs and strategically integrated End User sales team with key distribution partners' national account teams to achieve multi-million dollar growth.

Vice President, Marketing & Strategic Initiatives 2009 - 2010
Responsible for establishing the company's annual strategic marketing and sales plan for the new BVT-Chef Revival division. Managed divisional P&L by reducing COGs, creating new products, rationalizing one-third of SKUs, developing and implementing business plan through a cross functional management team of all business functions.

- Reorganized the business, focusing on integrated internal management and larger customers turning around declining sales and growing sales $1 million in first year.
- Spearheaded profit improvement programs and developed pricing strategies increasing gross profit margins by 10 points and increasing bottom line over $750,000 in year one.
- Launched several new products reinventing key materials for the Chef Revival brand and taking a leadership position in the category of Hand Safety.

Sr. Director of Marketing-Washroom & International 2006 – 2008
Co-Divisional head of newly formed SJCR World Division leading all international, OEM customers and washroom dispenser category.

- Redefined OEM Business to focus on second tier paper companies and differentiated vs. custom product development and created new partnerships with paper companies in Europe, Canada and Latin America.
- Lead startup organization of San Jamar Mexico and developed business plan including inventory, pricing, customer target and organizational structure programs.

Director of Marketing & Latin America Sales 2001 - 2005
Company leader of largest product category and Director of Latin America sales team.

- Redefined category focus to balance efforts between OEM and Commercial distribution and hired and trained Product Manager to focus on commercial marketing programs for end users and distributors.
- Managed over 15 New Product Development projects including total line redesigns and major technological patented innovations including industry's first paper out electronic roll towel dispenser resulting in approximately $5 million in growth in first 3 years after launch.
- Lead marketing integration of new Katch-All Food Safety Tools acquisition assimilating all products and reenergizing new product machine launching several new leading product groups including Saf-T-Scoops, and upgrading multi-million product lines including Saf-T-Ice Totes and Kleen-Pails.
- Lead Marketing and Brand Consolidation of San Jamar and Katch-All resulting in new combined catalog and rebranding of San Jamar, Smart, Safe, Sanitary.
- Grew $2 million of Latin America sales by establishing new relationship with major paper manufacturer in region and then hiring Sales Manager to continue growth.

International Market Development Manager 1997 - 2000
Responsible for Global Marketing Communications, End User Sales, Europe/Asia Sales and Dispenser product category.

- Launched first website and e-commerce site for San Jamar.
- Created and hired first internal Marketing Communications team saving $100,000+.
- Managed first end user market development team creating processes of working with sales, marketing and distribution customers to create demand while not selling direct.

European Branch Manager **1996 - 1997**

Expatriate solely leading startup of England based branch starting all financial, legal, logistics, sales and marketing operations.

- Beat year one financial budget and turned profit in first year.
- Created new relationships and strategic alliances with multiple multi-national paper companies resulting in multi-million dollar relationships to this day.
- Hired and trained local team consisting of Sales Manager, Finance/Operations Manager and Office Coordinator to be able to move back to USA and manage remotely.

International Sales & Marketing Coordinator **1993 - 1995**

EDUCATION/CREDENTIALS/CERTIFICATIONS

Certifications

- **Professional Certified Coach (PCC) -** International Coaches Federation (ICF)
- **Certified Professional Coach Certificate (CPCC)** Univ. of Wisconsin Madison
- **Certified Center for Creative Leadership (CCL) Benchmarks Coach**
- **Certified CCL Better Conversations Everyday Facilitator**
- **Certified Firo-B Coach**
- **Certified Workplace Big5 Coach**
- **Certified Hogans Leadership Coach**
- **Certified EQi 2.0 Coach**
- **Certified Change Style Indicator (CSI)/Influence Style Indicator (ISI) Coach**
- **Certified Leader Network Diagnostic Assessment Coach**
- **Authorized Wiley Partner – "Five Behaviors of a Cohesive Team"**
- **Authorized Wiley Partner – Everything DiSC**

Education

- **Masters of Business Administration (MBA) - DePaul University, Chicago**
- **Bachelor of Arts (BA) - University of Wisconsin Madison**
  Major-Intl. Political Economies/ Minor-Intl. Business

Languages

Spanish and Hindi (conversational)