

Aaron Miller

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Sales Director and Business Leader | Global & Domestic Markets

A Senior Management Director with 20 years of high-capacity sales experience in domestic and international markets. Consistently produced positive, tangible results as a director within multi-national organizations. Influential leader with strong communication skills and extensive sales experience, a demonstrated history of building strategies with a specialized focus in sales and marketing in the agriculture industry.

- Leadership & Management
- Business Development
- Key Account Management
- Solution Selling
- Consulting
- Cross-Functional Teams
- Customer Relations
- Sales Strategy
- B2B/B2C Sales

Career Highlights & Key Skills

Sales Management and Leadership

- Recognized for repeatedly surpassing business goals. Led division to a 70% increase in sales volume by directing team on how to build customer relations and execute sales strategies to scale the business.
- Built a sales team and provided the leadership and organization needed to drive over \$1 billion in sales volume through the company's software platform.
- Negotiated agreements with local agriculture businesses, which resulted in an 80% increase in sales volume within those companies.
- Established and cultivated a 35% increase in new business for under-performing product division.

Client Relations and Process Improvements

- Clearly defined sales strategies to communicate services and expectations to customers.
- Cultivated strong relationships with clients to drive business development and retention.
- Reinforced customer relationships to further engage in partnership opportunities to align with company objectives.
- Developed and implemented business development strategies to address output issues at a barge loading facility. This negotiation of delivery schedules increased facility output by 33%.
- Developed a program to maximize barge movement from fleet to export terminal and minimize expense of barge demurrage. The fleet efficiency was improved dramatically, saving millions of dollars per year.
- Reorganized staff operations by prioritizing daily functions in a more efficient manner and providing training on company policies and regulations. This reduced the overtime hours needed to complete tasks by nearly 40%.

Professional Experience

LifeLine Foods, St. Joseph, MO

2022-2024

Director of Sales

Manage and direct sales team, guiding them to exceed company sales objectives. Develop and implement comprehensive and strategic sales plans, maintain and expand customer base.

- Increased year over year margin dollars by more than 50%. Generated an additional \$2 million to the bottom line while increasing specialty product market share by more than 35%.
- Manage a team of 6 sales representatives with over 400 customers in a cross-functional environment. Improved communication between sales team, customer service, warehousing and production of the third largest corn mill in the United States.
- Improved sales policies and practices, defined sales cycles and created standards for customer relationship management.
- Manage operations and logistics to determine inventory planning and forecasting on a weekly basis. Communicate and monitor adjustments to ensure reliable delivery.

Indigo Ag, Memphis, TN

2020-2022

Director of Sales and Marketing

Built and managed a team providing risk management solutions for large grain marketing advisors across the country. Tasked with selling the company's marketing products to maximize customer profits, minimize risk and manage customer relations.

- Responsible for oversight of 60 GMA accounts and over 200 advisors, which accounted for 80% of the company sales volume.
- Formulate product marketing plans, detail account strategies and business development plans to triple sales growth in a six-month period.
- Led team through account discovery process, while providing direction to execute company's cross functional initiatives for new and existing clients.
- Maintained customer-relationships through problem solving and contract execution in a fast-changing environment which generated over \$1 billion in booked transactions.

Agrex, Inc. Overland Park, KS

2011-2020

Manager of Kansas City Trading

Provided day-to-day leadership, coaching and oversight to a cross functional team of merchandisers and logistics professionals for Kansas City trading operation. This included a team of 17 direct reports and managing a \$110M budget.

- Oversaw trading, merchandising, planning and execution of international Free on Board (FOB) corn export business and Cost Insurance and Freight (CIF) barges.
- Established and implemented long and short-range goals, coordinated budget planning, and managed industry relations for multiple business units to align with the company's strategic direction.

Education

- **Kansas State University, Manhattan, KS**, BS, Business Administration.