

Jenna Jefferies

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Versatile and results-oriented Account and Category Manager with a proven history of driving growth across high-value client portfolios. Skilled in strategic planning, cross-functional collaboration, and delivering tailored solutions to meet customer needs. Recognized for strong organizational abilities, multitasking, and precision in executing sales and marketing initiatives. Passionate about applying expertise to new industries and contributing to innovative, fast-paced business environments.

PROFESSIONAL EXPERIENCE

Vance and Hines

Automotive Category Manager

Santa Fe Springs, CA

February 2023 – Present

- Develop and execute commercial plans for the Truck Exhaust and adjacent Automotive Categories aligned with company objectives.
- Manage product strategy, including mix adjustments, pricing influence, and promotional calendars.
- Track and analyze category performance, adjusting strategies to achieve revenue and margin goals.
- Analyze distributor sell-through data, shopping behavior, and market trends to identify business opportunities.
- Ensure product availability through effective communication with Production Planning.
- Forecast sales and demand trends to support production planning and supply chain optimization.
- Represent the company at business meetings, conferences, customer engagements, and industry trade shows.

Chemical Guys

National Account Manager

Torrance, CA

April 2022 – February 2023

- Managed key accounts across the Retail Channel, fostering strong customer relationships and ensuring high levels of satisfaction.
- Developed and executed sales forecasts, plans, and strategies to achieve company revenue goals.
- Collaborated with the Executive Leadership Team on strategic company planning and long-term business initiatives.
- Worked cross-functionally with Product Development, Supply Chain, and Marketing to optimize product performance and market positioning.
- Secured product placements in major retailers, including AutoZone, Advance Auto Parts, and Lowe's.
- Negotiated with retail merchants to enhance product visibility, including improved shelf positioning and advertising opportunities.
- Represented the company at key business meetings, industry conferences, customer engagements, and trade shows to strengthen relationships and drive brand awareness.

PerTronix Performance Brands

National Account Manager

San Dimas, CA

November 2020 – April 2022

- Managed key accounts across Retail, Wholesale Distribution, and Internet Channels, ensuring strong customer relationships and high satisfaction levels.
- Identified and pursued new business opportunities with past customers who were not currently engaged.
- Monitored market trends, competitor activity, and customer insights, providing strategic feedback to the Vice President of Sales.
- Collaborated with the Finance Team to ensure customer profitability and maintain healthy business margins.
- Worked cross-functionally with Product Development, Supply Chain, and Marketing to drive business growth and optimize product performance.
- Represented the company at business meetings, conferences, customer engagements, and industry trade shows.

Pilot Automotive

National Account Manager

City of Industry, CA

September 2017 – January 2020

- Managed \$25MM in sales across Retail, Wholesale Distribution, and Internet Channels for all Pilot Brands.
- Developed and executed sales strategies, forecasts, and business plans to achieve company revenue goals.
- Fostered strong customer relationships, exceeding expectations, and ensuring high satisfaction levels.
- Collaborated with the Executive Leadership Team on strategic company planning and market positioning.

- Monitored market trends, competitor activity, and customer insights, providing valuable feedback to leadership.
- Worked cross-functionally with Product Development, Supply Chain, and Marketing to optimize product success.
- Secured product placements in major retailers, including 4 Wheel Parts, Advance Auto Parts, AutoZone, and Pep Boys.
- Spearheaded the development and execution of Warehouse Distributor Jobber Programs, resulting in targeted growth.
- Achieved a 20% increase in incremental sales for the RBP Brand by optimizing product placement and leveraging marketing strategies.
- Represented the company at business meetings, conferences, customer engagements, and industry trade shows.

K&N Engineering, Inc.

National Account Manager

Riverside, CA

September 2005 – September 2017

- Managed key accounts across Retail Channel, Wholesale Distribution Channel, and Internet Channel.
- Drove growth through product line expansion and strategic initiatives within existing key accounts.
- Developed and executed sales forecasts, plans, and strategies to achieve company revenue goals.
- Built and maintained strong customer relationships by understanding current and future needs and engaging with all levels of their organizations.
- Monitored market conditions, competitor activity, and product innovations to identify opportunities and threats.
- Collaborated cross-functionally with Product Development, Supply Chain, and Marketing to optimize product success.
- Negotiated with retail merchants to enhance product visibility, including improved shelf positioning and advertising opportunities.
- Represented the company at business meetings, conferences, customer engagements, and industry trade shows.
- Successfully launched the new K&N Cabin Air Filter Program into AutoZone stores.
- Successfully worked with Warehouse Distributor Jobber Programs, driving targeted growth.

K&N Engineering, Inc.

Category Analyst

Riverside, CA

March 2004 – September 2005

- Provided analytic support for category management by utilizing various retail point-of-sale data and available tools to formulate schematic assortments and merchandising recommendations to maximize sales and customer category profitability.
- Reviewed account trends with K&N Sales Managers regularly, preparing presentations for business reviews, new item presentations, and shelf expansion initiatives.
- Provided direction and recommendations regarding product placement, shelf strategies and planogram recommendations to customers.

EDUCATION

CRAFTON HILLS COLLEGE

Completed coursework towards Accounting, September 2000

Yucaipa, CA

CHAFFEY COLLEGE

Completed coursework towards Business Communication and Economics, September 1995

Rancho Cucamonga, CA

BIG BEAR HIGH SCHOOL

High School Diploma, June 1994

Big Bear City, CA

INDUSTRY AFFILIATIONS

- SEMA Truck and Off-Road Alliance Select Committee Member 2021-Present
- SEMA Cares Select Committee Member 2020-Present
- SEMA Businesswomen's Network Select Committee Member 2014-2020
- SEMA Young Executive's Network Select Committee Member 2010-2014; Executive of the Year Nominee 2011