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2018-587

**RICHARD N. WEBER**  
**4300 Lakeside Drive, #9**  
**Jacksonville, Florida 32210**

**EXPERIENCE**

**HABITAT FOR HUMANITY INTERNATIONAL INC.:** Feb. 1, 1994 to Nov., 2006

**REGIONAL DIRECTOR**

Responsible for 188 Habitat Affiliates in Florida, Georgia, Alabama & Puerto Rico

**HABITAT FOR HUMANITY OF JACKSONVILLE. INC.** (HABIJAX), Jacksonville, Florida: Jan. 31, 1992 to Jan. 31, 1994

**EXECUTIVE DIRECTOR**

Responsible for the operation of the Jacksonville Affiliate of Habitat For Humanity, International. This affiliate has become the largest and fastest growing affiliate in Habitat. Under my direction Habijax went from building 16 houses per year to 29. They are now building 100 houses per year.

**L'EGGS PRODUCTS. INC.** A Division of Sara Lee Corp., Chicago, Ill.: May 1980 to Aug. 1990.

**VICE PRESIDENT/ GENERAL MANAGER - EAST COAST ZONE**

Responsible for sales and distribution of approximately 45% of L'eggs products. Sales equaled \$250 million at wholesale. Zone had 650 employees of which 420 were direct sales merchandisers and 25 sold promotions and new products to H.Q. and division offices of supermarkets, convenience stores and mass merchandisers. This zone had was having severe difficulties when I took over and was operating at or above company standards when I left.

**VICE PRESIDENT/ GENERAL MANAGER - SOUTHEAST ZONE**

Responsible for Southeast sales and distribution of L'eggs products. Approximate sales of \$150 million. Zone was #1 in company-wide rating contests three years in a row. L'eggs won the Wal-Mart Vendor of the Year award in 1989 when this zone did 95% of all Wal-Mart sales for the company.

**REGIONAL GENERAL MANAGER - SOUTHWEST**

Responsible for sales and distribution of \$60 million in L'eggs products and L'erin cosmetics to 12,000 food, drug and mass merchandising outlets. During my three years in this position, the Region had sales increases of 20 % per year and consistently operated above its sales plan and under its operating budget.

Richard N. Weber

PEPSICO INC.. PURCHASE . N Y: NOV. 1967 TO MAY 1980

**PRESIDENT AND GENERAL MANAGER, Pasteleria Vienesa, Caracas, Venezuela**

A \$28 million multi grocery company with two manufacturing facilities, three separate sales forces and approximately 700 employees, headquartered in Caracas with branches in the other four principle cities in Venezuela. Under my direction sales and profits increased each year culminating in a sales increase of 17% and profit increase of 36% in my last year.

**PRESIDENT AND GENERAL MANAGER, Frito-Lay of Puerto Rico, San Juan, Puerto Rico.**

Took over a company experiencing difficulties and led it to a sales gain of 10% and a profit gain of 400%. Introduced two new products to the market and inaugurated a new manufacturing facility during this time.

**DIRECTOR OF OPERATIONS, Pasteleria Vienesa, Caracas, Venezuela.**

Responsible for all sales, marketing, purchasing and distribution activities. Sales increased 16% over the prior year with all expenses under plan. Launched the most successful new product ever introduced in this PepsiCo division.

**VICE PRESIDENT, WESTERN ZONE. Sabritas, S.A., Mexico City, Mexico**

Full P&L responsibility for the western half of Mexico in this \$80 million snack food company (Zone sales were \$13 million at that time). During this year the Zone achieved a growth of 60% over the prior year, which was 17% over plan. Operating profit was 31% over plan and 75% over prior year. Included under my supervision was a manufacturing facility producing a full line of snack food products.

**DIRECTOR OF SALES DEVELOPMENT, Frito-Lay, Inc. Dallas, Texas.**

Responsible for the "Quick Snak" line of products doing \$10 million at that time. I successfully introduced three new products before transferring to the international food division of PepsiCo, Inc.

**REPRESENTATIVE DIRECTOR, PepsiCo Foods, Ltd., Tokyo, Japan.**

Full P&L responsibility for this \$4 million snack food company. I oversaw the building of a \$3 million snack food plant and introduced a complete line of "Western Style" salty snack foods to Japan. In each of my three years sales and profits exceeded plan.

**MANAGER OF SALES DEVELOPMENT, Frito-Lay, Inc., Dallas, Texas.**

Responsible for developing and implementing Frito-Lay's first route sales training program nationwide (still in effect), national manpower development, route truck and case pack standardization, and supervisor training.

**EDUCATION**

B.S.

California State Collage at Northridge

SERVICE ON BOARD OF DIRECTORS

Jacksonville Housing Authority, Chairman, Resident Relations Committee

Jacksonville Housing Authority, Cost & Administration Committee

J.C.C.I, Finance Committee

Emergency Services & Homeless Coalition, Chairman, Finance Committee

Habitat For Humanity of Jacksonville, Advisory Board

Cedar Creek Landing Condominium Association, Treasure

Ortega Bay Condominium Association