



ALFRED P. "SKIP" ALDRIDGE

Founded by Skip Aldridge, Head of Sales Consulting, Inc specializes in providing executive sales solutions to the retail and consumer packaged goods industries on a short-term basis. The consulting practice specializes in areas that one would expect from the executive sales leadership at a top tier CPG company, including transitional senior sales leadership; sales & customer strategy development; sales structural assessment & development and product launch expertise.

Prior to forming HSC, Skip served as the Executive Vice President, Sales, and Chief Customer Officer at Pharmavite, LLC, from December 2002 to May, 2011. He served on the Pharmavite Executive Management Team which was responsible for the management of the company across all functional areas. As of May 2011, Skip retired from Pharmavite and transitioned to an Executive Advisor to the company, providing consulting services to Pharmavite's Board of Directors and Executive Management. He continues that role

Before joining Pharmavite, Skip was Executive Vice President, Sales, Grocery Foods Products Group, at ConAgra Foods. Prior to ConAgra, he was Vice President of Sales and National Sales Manager for Del Monte Foods, San Francisco, CA. He also held senior sales management positions with Pet Inc. and The Clorox Company. Skip started his career with Scott Paper Company in the mid 70's. Skip has over 40 years of extensive sales management and customer marketing experience in the consumer products area; including grocery, convenience stores, mass merchandise, chain drug, club stores, military sales and international sales and marketing.

Skip currently serves as Co-Chairman/Treasurer of the Citizens Association of Palm Beach and a Director of the Civic Association of Palm Beach where he serves on the Public Safety and Strategic Planning Forum committees. He serves on the Board of Trustees of Making Change charity (501 (c) (3); and served on the Board of Directors of The Friends of Fisher House, WPB, 501 (c) (3), as Secretary He also serves on the Advisory Board for Overseas Service Corporation, West Palm Beach; and Skip is former member of the US Advisory Board for Enactus (Formerly SIFE). Skip has been recognized as "Champion of SIFE" on two separate occasions, holding the "Double Eagle "award.

Skip is the past Vice Chairman, NACDS Retail Advisory Board; the past Chairman GMDC HBW Advisory Board and a past member of the GMDC Board of Directors. He has served as a strategic advisor to the GMDC as a member of the President's Innovation Network. Skip was recognized with the GMDC Lifetime Achievement Award in 2013. He served as a member and Vice Chairman of the GMA Sales/Vanguard Committee, a member of the FMI Associate Member Council, a member of the A. C. Nielsen Sales Advisory Board, and Skip also served as a member of The Leadership Council, Supplier Advisory Board for Rite Aid Drug Stores. He is a past member of the Advisory Board of One Hope Cause Marketing which has donated millions to targeted charities. Skip has previously advised Enterprise Ireland, advising Ireland based HBC companies on entering the United States mass retail market. Skip also serves as a legal expert witness in matters related to sales execution and sales leadership practices.

Skip grew up in Gastonia, North Carolina and received a Bachelor of Arts degree from the University of North Carolina at Chapel Hill in 1974 where he was President of the Sigma Chi Fraternity and participated in many UNC leadership activities. Skip and his wife, Linda, have a son, daughter in law and 2 grandchildren in Kansas City, MO. They very big fans of the KC Royals and Kansas City Chiefs.