

Patrick Franzen's Personal and Professional References Spanning 6 Decades

"Patrick's advice is worth seeking!"
William Winnke
Wisconsin State Journal

" I personally worked with Pat Franzen as he knew the food business from the ground up." "Patrick also reported to me for two years as I felt he was one of the best performers and leaders in our Sales Department and Sales Team."
Ken Harvey
District Sales Manager - Kraft Foods

"The author is a very experienced executive who totally understands what significant actions plans are required to ensure success in the employment arena towards secure new employment."
Jan Schieicher
Host of the "Business Success" Show

"Someone has taught you well!" "Your Publications are well organized, clear and have positive narratives which should support anyone who wishes to succeed - As you have!"
Retired UW English Professor
Jean Birkett
University of Wisconsin System

"Pat has made significant contributions to the success of Horizon Organic during his tenure." "He was always a teammate I could count on for his dedication and commitment towards the organization's overall success."
John Haydock
VP of Sales Horizon Organic

"Patrick was a key contributor to our basketball program." "His leadership and excellent work ethic, and commitment to the be successful was consistently demonstrated throughout the multiple years that I had the pleasure to coach him."
Dick Wadewitz
Hall-of-Fame Head Basketball Coach
University of Wisconsin - Platteville

"Patrick was a exceptional performer who had made many key sales for our team."
"Additionally, he made major contributions to the USA's Divisional success." "He is all about securing results for his employer and achieving corporate objectives."
Mr. Ken Sasahara
President - Nissin Foods USA

"ConAgra's, Pat Franzen via his strong management and leadership skills helped in the achievement of mutually agreed upon goals, and his problem-solving ability and follow-thru were key qualities in reaching new plateaus in customer service and sales quota."
"Patrick was always well respected and liked by the accounts."
Dennis Shemick
President - Pulse Marketing Group

"Patrick's is internally driven and extremely results-oriented." "He sets ambitious targets and works hard to achieve them."
James Jackson
CSG Partners
Overland Park, KS

"I was very lucky to have worked with Pat Franzen while I was employed with Campbell's. He hired me. He was also an excellent Sales Manager who was well respected within our Sales Team." "I consider Pat as one of the best in the business!"

Randy Rehlinger
Sales Executive - Campbell Soup Company

"I have read *Have Résumé Will Travel* at \$100,000+ cover to cover. This book can benefit candidates seeking proven direction towards securing new employment.

Ron Wakai
Scientist/Professor - University of Wisconsin - Madison

"Pat Franzen does an excellent job for our company as a preferred vendor. He is a skilled and experienced vendor partner."

Neil Romanesco
Category Manager for Roundy's Inc.

"We have known Pat for a number of years in our industry and market. He is well respected and is known for his strong industry knowledge and excellent rapport with the trade."

Phil Coffaro
President - Professional Marketers, Inc.

"Greetings Pat, thanks for all your support regarding the 13 Full Truckload orders we secured last week for Oberto Meat Snacks. This 13 truckload order was excellent and was only possible via your excellent sales presentation in Eau Claire at Mernards corporate office. Keep it coming partner!"

Mike Sampica
President
HMS Sales, Inc.

"Pat, thanks for sending me a signed copy of your new book." "I remember you when you played high school ball and that you always gave 100%." "Your work ethic has paid huge dividends for you in your professional career!"

Jerry Pettigou
Head Basketball Coach - Cuba City, WI Over 980 High School Career Wins

"Thanks for your consistent over and above effort and results." "My Sincere congratulations to you for your outstanding year and I wish you continued success.

Larry Wilson
Manager - Sales Training - Campbell Soup Company

"Pat's drive for nothing but the best is his biggest asset."

Kevin Schwab
SVP of Sales & Marketing - Pictsweet

"Thanks for your strong and focused communication and direction to the retail sales organization."

Deb Richards
VP of Sales ConAgra Frozen Foods

**"Patrick performed outstanding work and a job well done."
Bob Steenrod
Director of Marketing - Campbell Soup Company**

**"Pat Franzen based out of the Central Region stands out as one of the top performers that I have witnessed during my 20+ years with Campbell's."
Ed McQuade
VP of Sales Campbell Soup Company**

**"Pat, please be advised that when you attend the annual Golf Outing next week, the Supervalu - Midwest buyers have selected you and ConAgra as Vendor of the Year." "Your excellent support and execution to ensure that the Supervalu - Midwest Region achieved their annual goals has exceeded expectations." "You will be given an Award, as well as an opportunity to deliver a small presentation (no more than 2-4 minutes) during the presentation portion of the evenings awards dinner."
"Nice job - Well deserved congratulations"
Category Management Team
Supervalu - Midwest Region**

**"Your presentation that you gave yesterday during our National Sales Meeting was one of the better presentations that I have listen to in some time."
Art Oberto
Founder and Owner of Oberto Brands**

**"Congratulations on being one of the top corporate Sales Executives in the country this past year winning your second National Merit Award."
George Denholm
District Sales Manager - Campbell Soup Company**

**"You have done a great job managing your business, that is why ConAgra is offering you this promotion to Pittsburgh." "I totally respect you declining this promotion and wanting to move to Madison, WI." "You have done an outstanding job here in Chicago. You have my approval to relocate to Madison at your expense!"
Tim Freeman
VP of Sales
ConAgra Frozen Foods**

"Thanks for all your hard work." "Please find enclosed your Quarterly Bonus Check."
Sol Friend
Founder and Owner of OnCor Frozen Foods

"I have witnessed many CPG Corporate Sales Managers in my career, however, in my opinion, and forty years in the business, Pat Franzen is at the top regarding who I view as the best." "He would make an excellent addition to your company!"
Doug Cygan
President - Jewel Food Stores
Chicago, IL

"We are very happy that you are part of our organization and corporate sales team."
Dorothy Oberto
Founder and Owner - Oberto Brands

"The main reason that we achieved our FY sales number this year is all due to the excellent performance of Pat Franzen." "He demonstrated yet again the deep desire to succeed, back-up by execution that he can deliver for his team and employer."
Rollie Johannes
Sales Manager - Campbell Soup Company

"Patrick is very aggressive and has the ability to secure the new business Tyson Foods seeks."
John Lee
VP of Sales - Tyson Foods

"I am a BIG Pat Franzen Fan!"
Steve Weed
Director - Acosta Sales & Marketing

"Fran-man was our team Basketball Captain and inspirational team leader who lead by example. He brought his "A" game to every practice and to every game day." "That is why he started every single game during the season his Freshman Year." "Fran-Man also set a school record (Best Season Free Throw Percentage) his Freshman Year and was All-Conference Selection in the WCC. I was also extremely impressed that he was able to become an excellent College Golfer as a freshman within the WCC conference considering he never played Golf in High School. I awarded him as Honorary Captain at season end for that significant accomplishment. "During the Awards Night at the Campus his Freshman year, Pat was awarded with two Captain Awards (Basketball & Golf) UW-Richland School Basketball Record Award, All-Conference WCC Award, and earned two Letters in Sports (Basketball & Golf) at the Campus.

Jeff Speilman

Head Basketball and Golf Coach University of Wisconsin Richland

"Congratulations to Pat Franzen (Central Region) for winning the Chucky Soup Bowl Contest." "Pat and three guests of his selection will be attending XXIII at Joe Robby Stadium this January in Miami."

"Pat did a great job and is very deserving of this National Achievement Award.

Keith Olscamp

Brand Manager

Campbell Soup Company

"Pat Franzen was one of the best high school basketball players that Dodgeville has ever produced."

Duke Donahoo

55 Year Dodgeville, WI Resident

"Pat continues to sell strong advertising support and recently successfully introduced 11 new items at his key accounts.....An outstanding job!"

Mike Walters

**Director of Headquarter Accounts
Campbell Soup Company**

"Having worked with Pat Franzen at Campbell's, Pat can deliver the goods."

Doug Gooch

Corporate Manager - ConAgra

"Results is what it is all about, and Pat is able to consistently hit his number and stand out vs. his peers."

Jack Morley

Director of Retail - Campbell Soup Company

"Hey Fran-Man, I just wanted to send you a quick note and let you know I watched the second half of the basketball game last weekend at Mitchell Hall when your team played the Indians here. I felt you played well, and that deep shot you made late in the game was impressive" After you made that shot, your defender just looked at his coach. Beautiful shot. Go Dodgers!! I also spoke with your dad last time I was home.

Larry "Choc" Halverson

**University of Wisconsin - LaCrosse
UW-LaCrosse Hall of Fame Basketball Player**

"Dear Mr. Franzen: I wanted to let you know that I was able to secure a full-time job last week due to the inspiration I received from you during a recent Career Success Seminar that you hosted at the Madison Multicultural Center. "Thank you sir - God Bless you!"

Maggie Miller

Madison, Wi

"Hey, Patrick...Great job opening up Aldi as a new account for Nissin Foods. As you know, this account has not been sold Nissin for years. Keep up the great work!. You and your sales team sell it and we here at Corporate will make it."

Daisuke Masuda

**Corporate Sales Planning Manager
Nissin Foods (USA)**

"Great job by Pat and shows just how far he is penetrating his business and his effectiveness with his accounts.

Dale Etter

**ConAgra Frozen Foods
Marketing Sales Manager**

"Congratulations to Pat Franzen for selling the first full truck of frozen D.S.D. after our meeting this week."

John Drohan

**Brand Manager
Campbell Sup Company**

"Pat is a focused, hard working and dedicated to moving our business forward."

Cheryl Rushing

**Account Executive
Mid-Central Food Sales**

To all Sales Personnel: "This message is to confirm that Pat Franzen has secured authorization on all 22 new items at Supervalu."
Doug Gooch
Sales Manager
ConAgra Frozen Foods

"I look forward to seeing you at the Super Bowl, where we can truly celebrate these terrific sales accomplishments."
Edward McQuade
Vice President
Campbell Soup Company

"Patrick's sales efforts are appreciated, especially going back and securing the new items into distribution that had been previously rejected."
Andrei Mikhalevsky
Brand Manager
Campbell Soup Company

"The successes just don't stop coming from you do they!!! Congrats on the County Skillet! Next, I'll be hearing that the Bulls want you to be available for the playoffs."
Dale Etter
ConAgra Frozen Foods
Marketing Sales Manager

"Just a quick note to say thanks for all the preparation and excellent delivery on the new items initiative today at Jewel. Freeman was excited about what he saw and excited about the relationship you have formed with Doug Cygan."
Kevin Schwab
Sales Manager

"Pat-You keep hitting "Homers" with these guys. Great job. Thx.TF"
Tim Freeman
VP of Sales
ConAgra Frozen Foods

"Pat - 18 New Nissin Items Set Up. POs to follow. Great job!"
Jahn Rodney
Category Manager
Supervalu-Midwest Region

"Congratulations on being one of this year's 1985 National Merit Award Winners."
A. Jack Dale
President
Campbell Sales Company

"It is our pleasure to confirm your salary increase to \$88,400.16 per year effective 4/1/2001. Your contributions to Horizon Organic has been significant and we value your hard work and dedication. Thank you for your part in making our organization successful."
Human Resource Department
Horizon Organic

"Pat is a aggressive sales manager, detailed oriented, creative and possesses a strong desire to develop programs designed to move the business forward.

Tom Nash
VP
Mid-Central Food Sales

"Congratulations on being one of this year's 1986 National Merit Award Winners."

A. Jack Dale
President
Campbell Sales Company

"It is our pleasure to confirm your salary increase to \$88,400.16 per year effective 12/16/2001. Your contribution to Horizon Organic has been significant and we value your hard work and dedication. Thank you for your part in making our organization successful."

Human Resources
Horizon Organic

"Mr. Franzen is internally driven and extremely results-oriented. He sets ambitious targets and works hard to achieve the. Mr. Franzen has exceeding high drive to achieve significant results in whatever he undertakes.

James Jackson
CSG Partners
Overland Park, KS

"All those with whom you talked with here at ConAgra Frozen Foods were impressed with your background."

Jan Saumweber
VP of Sales
ConAgra Frozen Foods

"I personally want to thank you for your time and dedication to the Parish Council of St. Bernard's. Your willingness to go the extra mile for the parish and your work at the Madison Multicultural Center is deeply appreciated."

Msgr. Douglas L. Dushack
Pastor
St. Bernard - Middleton, WI

"Pat, great call today at Target in MPLS. Brook Shafer (Target Buyer) has committed to add 8 new Nissin items in select Target stores. Your presentation and delivery during our meeting with Brooke at their downtown MPLS corporate office was outstanding. Great job!"

Mark Gonrowski
Broker Sales Manager

"Dear Patrick, Thanks for all your help on the church council and all your wonderful work."

Barb Lehman
Parish Volunteer
St. Bernard - Middleton, WI

"Pat, thanks for the copy of Have Résumé Will Travel At \$100,000+." "I am impressed. You are not only a publishing tycoon, you are also a top level corporate executive." "Nice Work."

Virginia Morrow Jones
Respected High School Classmate

"Pat, great news. Walgreens paid back the \$42,928.00 unauthorized deduction today from an old Duane Reade (NY) unauthorized deduction prior to them transferring over to Walgreens. Thanks for your hard work over the past two years to get this unauthorized deduction repaid."

**Irene Suzuki
VP - Nissin Foods**

"Dear Proactive Publishing, Thanks for publishing "For The Love of My Dogs" as this letter is a letter of encouragement for your publication's enormous success."

**Bob Metcalf
Dodgeville, WI**

"I have done business with Pat for decades." "Pat Franzen is the 'real deal' within the CPG industry. I always look forward to doing business with Patrick, because of his industry knowledge and how he uses that industry knowledge to help Jewel Foods remain #1 in Chicago with the brands he represents."

**Doug Cygan
President
Jewel Food Stores
Chicago, IL**

"I just want to let you know that today's PO received from Menards is the largest single PO that I have ever received in my career."

Your partnership towards securing 34 full trucks of Big Cup Noodle order and the over \$1 Million opening order is incredible." "GREAT WORK!!!! Now can Nissin Foods ship this order by the 23rd? "

**Mike Sampica
President
HMS Sales, Inc.**

"Pat Franzen and I achieved tremendous success together as a team managing Walgreens business for Nissin Foods USA." "Patrick is a well seasoned Industry Sales Manager and Broker Manager."

**Tim Bresahan
VP - Acosta Sales & Marketing
Chicago, IL**

"Pat, thanks for all your dedicated work processes, as well as achieving 6,700 Big Cup Noodle Floor shippers at Walgreens." "Very nice sale by you and Nissin Foods USA" "Here at corporate, we have already started running production lines on these PO's." "On my conference call today with Tokyo corporate, I mentioned you and your success." "Also, thanks for a great meeting that I attended with you at HEB in Texas." "You were well prepared and made a great sale."

**Hiroyuki Yoshida
President
Nissin Foods (USA)**

"Dear Proactive Publishing - Thanks for publishing "For the Love of My Dogs -as this is a great accomplishment." "You and your family should be very proud."

Jessica Doyle
First Lady of Wisconsin

"Patrick, you have the same excellent work ethic that your dad has here at Dick's Supermarket." "Thanks for carrying out my groceries to my car and keep up the good work here at Dick's."

Gary Comer
Founder - Lands End'

"Dear Pat Franzen, I will never forget my experience at Nissin Foods USA. I could not have completed my assignment here in the US without all your help."

Atsushi Yanagishita
Corporate Staff Manager
Nissin Foods USA

"Pat, thanks for the excellent follow-up on this issue. At least SOMEONE in your company knows what customer service is all about!"

Rick Seidl
Center of Store Category Manager
Bucky's Convenience Stores

"Dear Patrick, Thank you so much for sending me your book 'Employment Search 360, As well as your daughter's book 'For the Love of My Dogs.'" "She is such a pretty girl - you must be very proud."

Love Aunt Eileen
Eileen Penasa
Accomplished Real Estate Executive
Retired
Milwaukee, Wisconsin

"Pat is an excellent offensive player!" "Also, Pat Franzen can be one of the finest Basketball Players that I have ever coached." "Pat is also a Honor Student."

High School Head Basketball Coach
Dodgeville, WI

"Dear team: It is official! We have won the contest and are going to Switzerland!" "I just secured confirmation from Omaha, as our sales team has won an all-expense paid trip for two to Switzerland later this year." "I also want to thank Pat for his Eleventh-Hour Heroics." "Pat and I met last Monday here in the office and agreed on what we thought we would need relative to orders as a team to push us into the end zone for the win." "Pat took that number we agreed on and approached his two largest accounts on Wednesday of last week that he manages, Jewel and Aldi, and was able to secure live PO's (23 Full Trucks) well over what we thought we needed to ensure our win. "As you know, Pat manages the largest accounts within our group as he was the only one who could have made this happen considering that our group was in third place as of last week." "He really delivered on this one!!!". "Thanks to everyone for all your hard work!"

Doug Gooch
Sales Manager
ConAgra Frozen Foods

"Pat, Great News, Meijer just approved Nissin as the NEW preferred ramen vendor in the category, displacing Marachun as the preferred vendor. Nissin will secure 44 new items in all "A" classified Stores and all 36 ft. and 42 ft. size sets, as well as 27 new items in all 16 and 20 foot sets. This is a great accomplishment for both Acosta-Grand Rapids, and for Nissin Foods USA. Projected annual FY sales is projected to be in the range of \$3-4.75 Million." Your excellent presentation and post meeting follow-up was key to securing this new business. Next time that you are in Grand Rapids, I am buying you Dinner."

Sean Andersen
Business Manager - Meijer
Acosta Sales & Marketing

"I wanted to send you this letter since you were home last weekend" "Don't allow other people who falsely discredit you affect your vision of the future. You were one of my best employees that I ever had at Dick's. Forget about the others who are negative towards you all the time. Your image, your sports ability playing College Basketball, your college degree, your excellent employment experience with Dick's, and now employed with Campbell's as a sales manager and becoming a national award-winning corporate sales manager with a Large Fortune 500 Food Company, and already promoted only after one year of employment is something you should be very proud of. Only seven years removed from High School, you have accomplished more in your life than most of your distractors will accomplish in their entire career. These distractors are having a tough time realizing all your significant successes that you earned in your short life. Keep moving forward and don't look back.

James Franzen
Store Manager / Dick's Supermarket
Dodgeville, WI

Patrick James Franzen's Career Body of Work

**Entrepreneur - 10-Time Published Author - Publisher - Fortune 500 Award-Winning Corporate Manager
College Speaker - Accomplished Student Athlete - 50 Years of CPG Industry Experience - Degreed Professional**

Employment Career Achievements

- * **50 Years** Experience in the Consumer Packaged Goods Industry
- * **38 Years** of Corporate Management Experience
- * Succeeded in **7 Vertical** corporate positions of increasing accountability within Fortune 500 Employers **first 8 years** of career
- * **6-Time** National Fortune 500 Award-Winning Corporate Sales Manager
- * Awarded multiple corporate recognition awards for superior results
- * **38 Years** Experience as a Corporate Hiring Manager
- * Leading CPG consultant throughout career
- * Accomplished Publisher (Founded Proactive Publishing in 2003)
- * Hosted over 50 Career Success Seminars
- * **10-Time** published author of (Non-Fiction) career books
- * Best Selling Author (Non-Fiction) (2007)

Student Athlete Achievements While Employed

- * Bachelor of Science Degree - Business Administration (UW-Platteville)
- * **2-Time** High School Basketball Champion (Conference/WIAA Regional)
- * All-Conference selection in basketball (Both High School & University Level)
- * **7-Time** Lettermen in High School (Football/Basketball/Baseball)
- * **5-Time** Lettermen at the University Level (Basketball/Golf)
- * Sports Team Captain both at the High School and University Level
- * Head Coach for Little League Championship Baseball Team
- * **3-Time** Top Three Finisher (Ford/NFL Punt, Pass, & Kick)
- * Honor Student in High School
- * Scored over 1,000 career points in basketball across three different Athletic Associations. (WIAA/NJCAA/NCAA) (Pre-3 Point Shot Era)
- * **4 Summers** of part-time volunteer work as a Little League Baseball Umpire

