

JAMES ENGBERG II

Private Brands & CPG

Westford, Massachusetts | (978) 254-2491 | hello@jamesengberg.com | www.jamesengberg.com | linkedin.com/in/jamesengberg

PROFESSIONAL SUMMARY

CPG professional with full P&L ownership for multiple private label chocolate and confection brands, from product development and packaging design through launch and retail placement across North America. Directed ecommerce and DTC strategy in addition to managing traditional retail and wholesale channels. Background spans graphic design, brand development, and B2B sales, with a consistent track record of taking products from concept to shelf while owning financial performance.

PROFESSIONAL EXPERIENCE

Original Gourmet Food Company • Salem, NH

April 2026 - Present *Sales Executive*

- Manage go-to-market execution across grocery, c-store, wholesale, and value channels for chocolate, organic lollipops, and other branded and private label confections across national accounts spanning 20,000+ doors across the US

Hebert Foods, Inc. • Shrewsbury, MA

January 2025 - April 2026 *Director of Sales & Creative*

- Owned full P&L performance and go-to-market launches for multiple private label chocolate brands, including retail placement and packaging design decisions
- Led sales and account management for private label confection products across multiple brands reaching 15,000+ retail locations
- Spearheaded full-cycle product launches and cultivated long-term retail partnerships, delivering strategic growth opportunities

Hebert Foods, Inc. • Shrewsbury, MA

March 2024 - January 2025 *Creative Project Director*

- Directed ecommerce and DTC strategy for private label brands, in addition to managing a design team across candy and snack product lines for retailers and c-stores including Sprouts, Market Basket, Circle K, Royal Farms, and more
- Executed promotion opportunities for private label customers including limited time products and coupon programs

Hebert Retail, LLC • Shrewsbury, MA

November 2020 - March 2024 *Marketing & Sales Coordinator*

- Ran ecommerce and DTC operations for the company's private label products, alongside candy label design/rebrands and B2B communications with prominent convenience store chains

American Income Life • Marlborough, MA

2019 - 2020 *Insurance Agent*

- Managed sales of life insurance products to major unions across New England, maintaining the highest retention rate in the branch

Symmetry Products • Keene, NH

2018 - 2019 *Brand Developer*

- Developed and advised brand strategy for an entrepreneur in the automotive industry, from concept through supplier sourcing

SuzorIT • Orange, MA

2017 - 2018 *Graphic Designer*

- Entry level designer working on projects for local businesses and public organizations, specializing in assisting schools and public sector facilities

EDUCATION

Graphic Communications - Montachusett Technical School

2014 - 2018

SKILLS

Product Development | Packaging & Product Design | Retail & Wholesale Merchandising | Cross-Functional Leadership

PROGRAMS

Adobe Suite | Microsoft Office | Salesforce | Keychain

AWARDS & HONORS

Quality Business Award - American Income Life, 2019 - 2020

Advertising & Design Award - SkillsUSA, 2016 - 2017