



## Employee Spotlight: Jason Reynolds

### *Business Development Manager*

**J**ason came on board in March as Business Development Manager of our Rogers, AR office, focusing on Walmart related business. Jason's background includes four years at Kraft, where he successfully worked his way up the ladder from Sales Rep to Junior Category Advisor before joining our team at RW3.

Jason graduated Summa Cum Laude from U of A's Sam Walton School of Business with degrees in both International Finance and Spanish. His advanced computer and analytical skills include a solid knowledge of RetailLink, Vision Chain, ProSpace Space Mgmt Software, AC Nielson, Spectra and Gladson. A strong proponent of "giving back," Jason is actively involved as a strategic advisor for the SIFE (Students in Free Enterprise) teams at Texas State and University of Arkansas, as well as volunteering his time for the First Tee program and Bentonville Little League. He will be honored by the NW Arkansas Business Journal in their upcoming "40 Under 40" feature.

Jason brings "heart" and a wealth of great experience in Sales, CPG Shopper Insights, Advertising and Public Speaking and Training to his position at RW3, and has already proven to be a wonderful resource and addition to our Team. Welcome Jason!