

# ANYA MINNIES

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**PROJECT & PROGRAM MANAGER | CERTIFIED PSM-1 SCRUM MASTER | CPG INNOVATION LEADER**

## SUMMARY

Project leader with a proven track record of branded innovation, private label development, and commercialization of condiments, sauces, and seasonings. Expanded Duke's and Mateo's categories in both retail and foodservice environments. Certified in Technology Project Management with government software proposal experience. Skilled in Agile/Waterfall execution, aligning technical and non-technical teams to deliver high-impact results.

## CORE COMPETENCIES

### Tools & Platforms

Wrike, Jira (Epics, Stories, Dashboards, Velocity Charts), Confluence, Asana  
Microsoft Office, SharePoint, Google Workspace, Salesforce, CRM Platforms, Power BI

### Methodologies

Agile (Scrum, Kanban), Waterfall, Hybrid PM, SDLC  
Scope Management, Risk Mitigation, Schedule & Budget Tracking

### Leadership & Communication

Project Management, Business Analysis, Cross-Functional Leadership  
Executive Communication, Stakeholder Alignment, Problem Solving, Critical Thinking, Team Building

## CERTIFICATIONS

Certified Scrum Master - PSM I  
PMP Certification - In Progress (*Expected 2026*)  
Technology Project Management Certificate, University of Miami

## PROFESSIONAL EXPERIENCE

### Project Manager | *Apr 2023 - Present*

*Formerly promoted from Project Specialist (Jul 2022 - Apr 2023)*

Duke's Mayo (Sauer Brands, Inc.) - Richmond, VA

*Progressively advanced into a program-level leadership role overseeing branded innovation, formula development, and cross-functional execution for both retail and foodservice. Leads high-impact initiatives across private label and branded portfolios, driving new item development, commercialization, and operational alignment.*

- Sole project manager overseeing all product development and commercialization across five national brands, including Duke's Mayo, Mateo's Salsa, Kernel Seasons, and The Spice Hunter
- Lead cross-functional programs across Condiments & Spices business units—from ideation to launch—covering branded innovation, packaging changes, customer RFPs, and formula customization
- Drive strategic alignment across R&D, Supply Chain, Operations, Marketing, and Sales to ensure OTIFNE delivery and margin improvement

- Manage full project lifecycles, including private label launches, packaging updates, go-to-market execution, and formula rollouts
- Own full accountability for complex, customer-driven projects from initiation through delivery.
- Coordinate project timelines, identify risks, and align cross-functional teams to support speed-to-market and business objectives
- Facilitate operational meetings that drive prioritization, resource planning, and transparent project tracking
- Optimize SKU portfolios through rationalization and cost/margin analysis to reduce complexity and improve profitability
- Identify and implement scalable processes and tools that support faster execution and repeatable cross-functional workflows
- Partner with executive leadership on prioritization, resource allocation, and long-term planning across product pipelines

**Project Specialist** | Jul 2022 - Apr 2023

Duke's Mayo (Sauer Brands, Inc.) - Richmond, VA

*Supported the Condiments Business Unit as the company's sole project manager, executing new product timelines, managing packaging changes, and driving cross-functional coordination across R&D, Supply Chain, and Marketing.*

- Managed product development timelines to ensure OTIFNE execution for branded and private label launches
- Led cross-functional communication to align internal teams, track milestones, and mitigate risks
- Executed packaging changes while minimizing inventory liability and supply chain disruption
- Supported SKU rationalization and process improvement initiatives to enhance efficiency and reduce complexity
- Contributed to the development of scalable workflows and best practices for cross-functional project execution

**Proposal Coordinator** | Jun 2021 - Oct 2021

Blue Capture Consulting - Arlington, VA

*Supported end-to-end development of federal RFP responses for government software and service contracts. Led proposal coordination, compliance tracking, and content development in partnership with SMEs, graphic designers, and executive stakeholders.*

- Led proposal planning, document formatting, and compliance tracking for live bids
- Created templates, graphics, and boilerplate content to streamline submission process
- Collaborated cross-functionally to build persuasive responses aligned to client requirements and acquisition strategy

**Property & Administrative Support Roles** | Aug 2016 - Jun 2021

Healthcare Realty + Meadows & Ohly - Richmond, VA

*Supported property management operations for 8+ medical office buildings totaling over 1.1 million sq. ft. Oversaw construction and maintenance projects, managed vendor relationships, and served as a front-facing liaison for tenants and contractors.*

- Managed vendor services, contracts, and compliance across multiple medical office properties
- Coordinated construction projects exceeding \$1.5M in value, including scheduling, invoicing, and permitting
- Maintained inspection records and supported preventive maintenance and capital improvements
- Acted as primary point of contact for tenant relations and service issue resolution

## PROJECTS

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### **Duke's Vegan Mayo Category Launch (Spring 2024)**

Led the end-to-end commercialization of Duke's first vegan mayonnaise, expanding the brand into the plant-based space with an egg-free alternative to its flagship product. Collaborated cross-functionally to align R&D, Marketing, Supply Chain, and Sales in launching a nationally distributed innovation under tight customer deadlines.

- Managed timeline, formula finalization, packaging development, and go-to-market readiness
- Oversaw risk mitigation and coordinated testing phases across multiple manufacturing partners
- Ensured on-time, in-full delivery and supported post-launch transitions into retail and foodservice channels

### **Duke's x Hardee's LTO Collaboration (Spring 2025)**

High-visibility limited-time offer featuring Duke's Carolina Gold BBQ Sauce, executed in both bulk pouch and PC dip cup formats. Supported a marketing-led initiative to elevate brand awareness and increase market share for a lesser-known product through national QSR distribution.

- Managed all project timelines, stakeholder alignment, and commercialization activities across Marketing, Supply Chain, and Operations
- Executed fast-turn launch in under 10 weeks, achieving OTIFNE delivery to all Hardee's locations nationwide
- Led dual-format packaging execution for both sandwich and dipping applications, ensuring seamless fulfillment and operational readiness
- Contributed to brand equity growth by expanding Duke's QSR presence beyond its core mayonnaise platform

### **Private Label Export Mayonnaise to Saudi Arabia (Summer 2024)**

Led the end-to-end development and launch of a private label mayonnaise program for export to Saudi Arabia, totaling over 1 million cases annually. Delivered the project in under 3 months, navigating global logistics, strict ingredient restrictions, and packaging localization.

- Directed full formula development in coordination with R&D and QC teams to meet regulatory standards and ingredient requirements specific to the Saudi market
- Oversaw packaging development for Arabic-language labeling, managing seamless collaboration between customer contacts and internal packaging teams
- Coordinated special transport considerations and operational readiness to ensure safe product transit through high-temperature desert conditions
- Delivered a complex, high-volume program under accelerated timelines, supporting global customer expansion and international business growth

## EDUCATION

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### **Technology Project Management, Certificate Program**

University of Miami

2022

Miami, FL

### **Bachelor of Science, Business Administration & International Business Management**

Virginia Commonwealth University

2013

Richmond, VA