

# 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.

## PROJECT HIGHLIGHTS

Project Management · Agile/Scrum · Cross-Functional Leadership · Product Commercialization  
RFP Management · Packaging Execution · Risk Mitigation · Timeline & Budget Tracking  
Tools: Wrike, Jira, Confluence, Salesforce, Power BI, Microsoft 365, Google Workspace

## EXPERIENCE

**Project Manager** | Sauer Brands, Inc. (Duke's Mayo, Mateo's Salsa, etc.) | *Apr 2023 - Present*

- Sole PM across 5 national brands, leading all product development and commercialization (Duke's Mayo, Mateo's Salsa, Kernel Seasons, Sauer's, and The Spice Hunter)
- Oversees branded and private label innovation from initiation to launch
- Aligns cross-functional teams (R&D, Ops, Supply Chain, Marketing, Sales) to deliver OTIFNE
- Drives SKU rationalization, margin improvement, and project pipeline optimization

**Project Specialist** | Sauer Brands, Inc. | *Jul 2022 - Apr 2023*

- Managed product timelines, packaging updates, and risk mitigation for new item launches
- Led cross-functional communications and supported SKU optimization initiatives

**Proposal Coordinator** | Blue Capture Consulting | *Jun 2021 - Oct 2021*

- Led proposal planning, compliance tracking, and content development for federal RFPs

**Property & Admin Roles** | Healthcare Realty + Meadows & Ohly | *Aug 2016 - Jun 2021*

- Managed \$1.5M+ in construction and vendor projects across 1M+ sq. ft. of medical office space

## PROJECT HIGHLIGHTS

**Duke's Vegan Mayo** - Launched first plant-based SKU; led formula, packaging & go-to-market in under 3 months

**Hardee's LTO Collab** - Executed national QSR launch in 10 weeks; drove dual-pack format with OTIF delivery

**Private Label Export (Saudi Arabia)** - Delivered 1M+ case program under strict international spec & timeline

## CERTIFICATIONS & EDUCATION

Certified Scrum Master (PSM I),  
PMP (In Progress, Expected 2026)  
Technology Project Management Certificate – University of Miami  
B.S. in Business Administration – VCU