

Influential Women Spotlights Brittany Bigsbee as a Leader and Innovator in Sales and Client Relations

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Championing Client Success and
Operational Excellence at Campbell Soup
Company

Influential Women is thrilled to announce the inclusion of Brittany Bigsbee in its prestigious 2025 series, celebrating her as an accomplished sales professional whose influence and expertise resonate throughout the industry. Currently serving as a Customer Sales Lead at Campbell Soup Company, Brittany has established herself as a pivotal force in driving sales initiatives and strengthening client relationships.

With an impressive background in national sales management, Brittany has made significant contributions in leadership roles at renowned companies including IG Design Group Americas (Anker Play Products), RMS USA, and Perry Ellis International. Her consistent track record of delivering results through strategic planning, relationship building, and operational excellence has set her apart as a leader in the field.

Brittany earned her Bachelor of Science in Fashion Merchandising, complemented by a minor in Marketing, from Kent State University. This educational foundation, paired with her extensive hands-on experience across consumer goods, sporting goods, and apparel industries, has equipped her with a unique skill set. Her expertise encompasses sales campaigns, customer experience management, and account operations, making her a trusted partner for both clients and colleagues.

Throughout her accomplished career in the CPG industry, Brittany has built a reputation for



driving growth, strengthening client partnerships, and leading with purpose. Her global experience includes establishing international relationships and selling toy products to international retailers while collaborating with manufacturers across China and conducting customer meetings in Hong Kong—deepening her expertise in sourcing, product development, and global brand expansion. She has represented multiple categories across premier trade events—including the New York Toy Fair, ASD Market Week in Las Vegas, Expo Chicago, the PGA Show with Perry Ellis, and the Magic Apparel Show—broadening her insight across apparel, sporting goods, and packaged foods. Now at Campbell Soup Company, Brittany continues to champion innovation and operational excellence while actively engaging with the Georgia Food Industry Association (GFIA) and organizing her team’s annual volunteer initiatives to support local shelters and the communities they serve.

Based in Fort Lauderdale, Florida, Brittany Bigsbee is celebrated for her adaptability, leadership, and unwavering dedication to driving growth across diverse sales channels. Her inclusion in the Influential Women 2025 series not only recognizes her past achievements but also highlights her potential for future contributions to the industry.

Learn More about Brittany Bigsbee:

Through her Influential Women profile, <https://influentialwomen.com/connect/brittany-bigsbee>

Influential Women

Influential Women provides a platform where women from all backgrounds can connect, share their perspectives, and create content that empowers themselves and others. Through storytelling, thought leadership, and creative expression, Influential Women amplifies voices that inspire change.

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