

## EXECUTIVE SUMMARY

A **sales management expert** with 15 years of work experience and 7 years of experience selling wine and spirits at the supplier and the distributor levels of the three-tier distribution system. An outgoing professional with sales training from the E&J Gallo sales training program, with experience selling to both urban and rural accounts, and with successes managing a network of distributors and brokers in 8 states.

## FUNCTIONAL EXPERTISE

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- Meeting and Exceeding Sales Goals
- Building and Leveraging Strategic Relationships
- Sales Program Planning and Budgeting
- Taking New Brands/Products to Market
- Data Analysis and Performance Reporting
- Managing Pricing through Multiple Channels

## FUNCTIONAL EXPERTISE DEMONSTRATED

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### MASTER BRAND IMPORTS

2014 – 2017

*A New Jersey-based importer with ~\$50 million in annual revenues selling a variety of wines and spirits, including the flagship Crystal Bliss brand of sparkling wines with ~1.5 million annual case sales.*

#### **Southeast Regional Sales Manager**

Reporting to the National Sales Manager, successfully managed and expanded a customer base for a portfolio of 9 wine and spirit brands across 8 states in the southeastern United States.

- **Meeting and Exceeding Sales Goals:** Doubled sales volumes of the Firm's two flagship products in three years, resulting in \$850,000 additional revenues per year from the Territory (relative to 2007 figures). Cross-leveraged this success to increase the presence and sales volumes of complimentary product lines, generating an average annualized total growth rate of 28% for the Firm's family of brands between 2008 and 2011.
- **Building and Leveraging Strategic Relationships:** Successfully managed relationships with 28 distributors and multiple individual brokers in the territory, travelling ~60% of the time to present to sales teams, manage strategic negotiations, and gain insights from the field. Won an average of \$700,000 of distributor-side contribution to sales program budgets by strategically leveraging depletion allowance terms and conditions.
- **Sales Program Planning and Budgeting:** Led the planning and coordination of ~60 supplier-side sales programs annually, working with counterparts at distributors and in the Firm's marketing department to strategically allocate ~\$500,000 per year in sales incentives and advertising efforts across the Territory.
- **Taking New Brands/Products to Market:** Successfully built customer bases from scratch on multiple occasions. E.g. led an 18-month program that began in 2009 to introduce the Firm's family of products to customers in Mississippi, generating \$150,000 in revenue from the State by 2011.
- **Data Analysis and Performance Reporting:** Cultivated strategic insights to contribute to national sales efforts and to spread best sales practices throughout the Firm's southeastern distributor/broker network by leveraging scan data from Nielsen and IRI. Performed market surveys, competitor analyses, and summarized technical analyses to prepare bi-annual business reviews and other ad hoc reports for senior personnel.

### THE EJ PETERSON GROUP

2010 – 2014

*A wine and spirits distributor operating primarily in the eastern and southeastern US with ~\$4.5 billion in annual revenues. Provides field-level sales, warehousing, and logistics support for 200+ wine and spirit suppliers including brands like Kendall-Jackson, SVEDKA Vodka, and many others.*

## Account Executive

Reporting to the Field Sales Manager, successfully managed relationships with ~150 on-premise, large retail, and independent retail accounts for Premier Beverage Company, EJ Peterson's Florida subsidiary.

- **Meeting and Exceeding Sales Goals:** Consistently exceeded sales targets, booking ~\$2.5 million in sales annually. Won recognition as the territory's top salesperson of the month three times.
- **Building and Leveraging Strategic Relationships:** Performed ~80 face-to-face sales calls per week, operating in the field ~70% of the time to cross-promote new products, to educate the target market about emerging industry trends and best practices, and to monitor the placement and presentation of Company products. Frequently shared knowledge gained from E&J Gallo's sales training program with customers to increase sales.
- **Taking New Brands/Products to Market:** Successfully launched new brands and line extensions, participating in weekly sales meetings with suppliers, identifying early sales opportunities for those products within the portfolio, generating some early successes, and leveraging those successes across all accounts.

MEMPHIS VOCATIONAL CENTER

2007 – 2010

*A privately-run non-profit vocational education center in Memphis, Tennessee with ~40 employees helping moderately handicapped individuals achieve employment and community integration.*

### Community Employment Coordinator

Coordinated employment engagements by working with internal trainers, post-placement coaches, clients, and organizations in the community to match personnel needs with the abilities of the Center's clients.

- **Building and Leveraging Strategic Relationships:** Built and maintained relationships with ~60 businesses and organizations in the community, identifying employment opportunities for the Center's clients. Tracked and monitored ~35 ongoing placements at any given time, ensuring the success of both parties.

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## EDUCATION

**Bachelor of Science (Major: Health Promotion, Minor: Business Administration) *Dean's List***

Memphis State University—Memphis, Tennessee

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## OTHER RELEVANT INFORMATION

**Computer skills:** MS Excel (advanced user), MS Office Suite, Diver Solution Business Intelligence Software

**Others:** NCAA Division 1 baseball player; four year Varsity letterman