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 **Wine & Spirits Sales Executive**

**Consumer Packaged Goods | Wine and Spirits | Brand Development**

Results-driven professional with a proven record of achievement developing and directing B2B strategic national sales and marketing initiatives in ever-changing, dynamic environments. An intuitive leader with acute business acumen and expertise in channel development and market penetration; excel at aligning core business, revenue, and growth goals to enhance ROI. Skilled at delivering and sustaining revenue and profit margins and gains within highly competitive markets. Exceptional communicator with consultative sales style, strong negotiation skills, exceptional problem-solving abilities, and a keen client need assessment aptitude. Aggressively identify opportunities, develop focus and provide tactical business solutions. Launches sales programs that generate record-setting sales revenues through the ability to forge solid relationships with partners and build consensus across multiple organizational levels. Technically proficient in MS Office Suite, Diver, Trade Pulse, Micro Strategy, Nielsen, and IRI.

**Areas of Expertise**

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| * Distributor Management
* Brand Programming and Development
* Pricing and Closing Strategies
* Cash Flow Optimization
* Recruiting and Field Sales Team Development
 | * Chain Sales Management
* Strategic National Sales Programs
* Channel Management
* Territory Sales & Account Management
* Budget and P&L Management
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**Experience**

**FREIXENET USA**, Sonoma, California 2011 - Present

***Western Division Director***

Responsible for leading the West and Southeast Divisions. Challenged with driving sales and ensuring field execution metrics. Lead and manage direct sales teams that include 5 Regional Managers and 4 Area Managers, distributor network, chain accounts, and key retail accounts. Collaborated with distributors in the business unit to establish business plans and track performance against sales goals and key programming objectives and monitor sales metrics to ensure compliance.

Established market-specific sales and shipment objectives, tracked progress against set goals, and created sales incentive programs. Conduct monthly business meetings and detailed trimester business reviews. Maintain communications and interactions with top management and brokers at Southern Glazer’s, RNDC, and Breakthrough Beverage.

* Responsible for West and Southeast Divisions that include the following states; AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY, FL, GA, and SC. Increased annual sales by 4% in the Southeastern states
* Presented with the Sales Excellence Award for outstanding performance while working the Gloria Ferrer Wines. Met the Gloria Ferrer Sparkling Wines sales goal for the first time in three years with a 7% base increase for the fiscal year while the national average was at 2%.

**W. J. DEUTSCH & SONS, LTD.**, White Plains, New York 2006 – 2011

***Regional Manager***

Hired to overhaul and organize sales operations and administrative procedures to meet dynamic sales and company growth. Oversaw Southern California and Nevada region including four district managers in Southern California and one state manager in Nevada and overcame drastic sales depletion and profit objectives for a 28 wine-brand portfolio. Created regional level sales plan and increased distributor communications, negotiations, and established sales volume and shipment objectives, pricing and discount structure, purchasing and inventory management, on and off premise sales incentive programs for channels and chains. Led monthly business meetings and detailed trimester business reviews.

* Exceeded overall market case volume objective by 29,610 cases with a total sales volume of 477,744 cases with a total market budget of $4.5M.
* Grew portfolio by 12.4% while national average was at 3% and Grew Yellow Tail product business by 36% in Costco through the placement of additional SKU’s. Exceeded Yellow Tail product goal by 28,422 cases and grew base brand by 12% and achieved 100% of fine wine sales volume objectives in the Southern California market.
* Achieved 18 of 254 sales volume objectives in a challenging economic environment with a total sales volume of 495,728 cases and 23 of 24 accounts sold objectives. Qualified for WJD Fast Start Program throughout tenure.

**RUM MARKETING INTERNATIONAL**, Miami, Florida 2005 – 2006

***Area Manager***

Managed sales and marketing objectives and developed and implemented POS, advertising, marketing, and branding for small investment backed start-up. Assisted with product management, package design, and managed two Merchandisers and Brand Ambassadors. Managed regional budgets, pricing, profit margins, sales team training, and incentive programs. Formulated marketing materials for field execution.

* Achieved 48% sales volume increase in California and 63% in Texas market while maintaining budget parameters and secured distribution of core range of products in multiple key accounts.

**Early Career Highlights**

**Remy Cointreau USA (Area Manager)**

* Played a key role in a $170K sale of entire Macallan Fine and Rare Collection to one account.
* Increased sales volume of Piper Sonoma from 40 cases to 370 cases in one year at How’s Market
* Successfully launched Damrak Gin into the LA/Central Coast market exceeding account sold objective by 37%.

**Bacardi USA, Inc. (District Manager)**

* Recognized for outstanding sales performance, ability to lead sales teams, and execute sales plans. Successfully drove market launches and enhanced market launches reducing product time to market.
* Consistently increased Bacardi Rum sales volumes; from 117,871 cases to 129,838 cases (10.1% growth and Bacardi Limon from 28,515 to 32,240 cases (23.5% growth).
* Created and executed on-premise market managers training modules, handbooks, and training systems that was incorporated nationwide.
* Led the Pennsylvania sales force in special order sales, new distribution, wells, number of displays, cases on display, and sales volume.

**Education & Credentials**

Bachelor of Science – Marketing and Finance

*Drexel University, Philadelphia, Pennsylvania*

*Crew Team, IFA Intramural Athletics, Rugby Team*

Professional Development

* + - Dale Carnegie Sales Training
		- Speak Easy Presentation Training

Wine Certifications

* + - WSET II Wine and Spirits Certified
		- Level Sommelier Certified