

# Prescott R. Hobson

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## EXPERIENCED WINE SALES PROFESSIONAL – SALES DIRECTOR / REGIONAL MANAGER / SALES MANAGER

Consistent high performer in both supplier and distributor environments with exceptional achievements including #1 team in revenue growth for a leading distributor. Track record of hitting goals while not exceeding sales budgets.

Full complement of sales management skills: strategy execution, forecasting, budgeting, market analysis, promotions, supplier collaborations, sales training/mentoring/team leadership. Solid, high yield network. Recognized as a strong relationship builder with a history of enduring customers. Extensive product and wine knowledge, including travel to key growing regions. Experience with prominent companies selling to wholesalers, importers, key retailers and restaurants.

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## CAREER HISTORY

**Total Beverage Solution** – Regional Manager, New England (2019-Present)

**L.D. Vins** – Sales Director, East Coast (2018-2019)

**Martignetti Companies** – Sales Manager, Southeastern MA, Classic Wine Imports Division (2014-2018)

**Maisons and Domaines Henriot America** – Regional Manager, New England & Mid-Atlantic (2008-2014)

**Guarachi Wine Partners** – Regional Manager, New England (2007-2008)

**Martignetti Companies** – Sales Representative, North Shore MA, Classic Wine Imports Division (2003-2007)

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## DETAILED PROFESSIONAL EXPERIENCE

**Total Beverage Solution, Mount Pleasant, SC**

**Aug 2019-Present**

*Full-service importer and supplier dedicated to uncovering the world's most intriguing, expertly crafted beverages. Portfolio features esteemed brands such as Beni Di Batasiolo, Costello Di Bolgheri, Principe Corsini, Tohu and Edradour/Signatory.*

**Regional Manager, New England**

Responsible for ~30,000 cases in New England region. Develops highly effective go-to-market strategy to enhance brand awareness, drive sustainable volume growth and generate strong profit gains. Leads annual brand planning meetings and quarterly reviews with 20 distributors. Creates dynamic programming/competitive pricing and monitors distributor inventory. Directly calls on longstanding relationships with key accounts as well as works with distributor reps to build relationships with new customers. Supports sales efforts by participating in consumer events, trade shows and by providing brand education at general sales meetings and wine seminars in accounts for both consumers and staff.

Selected highlights include:

- **Grew territory 6.1% since joining TBS (sold 28,715 cases, up 1,652 cases vs. same period last year).** Prior to starting with company, territory was trending down 6.0% (-1,300 cases vs. same period prior year).
- **Restructured pricing/programming for TBS' highest volume brand, Kono, resulting in over \$114,000 of projected savings for 2020.** Convinced supplier to split support (lowering TBS' spend per case in largest market) and negotiated with distributor to decrease margin, providing additional funds for more effective programming and incentives.
- **Achieved 194% case growth for TBS' highest gross profit brand per case, Signatory (single malt Scotch), since joining company.** 285 cases sold vs. 97 cases same period last year. Introduced private custom cask sales to MA market.
- **Revived high-end Italian wine brands.** Reintroduced Principe Corsini to MA after being out of market for 2+ years (projected gross profit increase of \$12,000 in 2020), implemented programming for Costello Di Bolgheri, doubling average monthly sales for this high-end brand, and secured key by-the-glass placements for Beni Di Batasiolo, including DePasquale Ventures (comprised of 6 restaurants).

**L.D. Vins, Bordeaux, France**

**Aug 2018-Jul 2019**

*A well-respected Bordeaux négociant offering wines ranging from Grand Cru Classé (GCC) to petit châteaux, as well as a curated array of exclusive wines, often 2<sup>nd</sup> and 3<sup>rd</sup> wines from well-known GCC châteaux.*

**Sales Director, East Coast**

Interviewed in Bordeaux to ultimately take the helm from a tenured veteran with over 20 years' experience in the Bordeaux business, and some of the largest accounts on the East Coast. Additionally, charged with building new relationships with accounts which had been working with other négociants for many years, as well as reinvigorating existing stagnant business relationships. Responsible for €2.0MM in turnover.

**L.D. Vins ... continued**Selected highlights include:

- **Re-engaged the Classic Wine Imports (MA account) which had previously severed relationship with LD Vins;** convinced Classic to reengage with LD Vins and keep the one remaining brand, including initial 100 case order for the current vintage. Also attained numerous new Bordeaux placements in separate orders throughout the year.
- **Reestablished relationships with the top Bordeaux buyers in region,** Calvert Woodley (DC account) and Gordon's Fine Wines (MA account). Brought in Brand Ambassadors from highly esteemed châteaux such as Château Guiraud, Château D'Issan, and Château Pedesclaux to conduct seminars for their best customers. Prior to this, LD Vins barely active in these major accounts. Gordon's Fine Wines' seminars resulted in 182 cases, over €30,000.
- **Reinvigorated business with Vineyard Road (MA account),** making several new placements by bringing into the market Brand Ambassadors from Château Branaire Ducru, Château D'Issan, Château Pedesclaux, and Château Lilian Ladouys. Also convinced buyer to take advantage of discount pallet program for all core items.

**Martignetti Companies, Taunton, MA****Jul 2014-Apr 2018***A leading distributor of fine wines and spirits in New England and the 7<sup>th</sup> largest distributor in the United States.***Sales Manager, Southeastern MA, Classic Wine Imports Division**

Led a team of five highly successful sales representatives in the Southeastern MA territory (South Coast, South Shore, Cape Cod and the Islands). Responsible for a book of accounts valued at \$7.3MM in annual sales. Developed and implemented frontline sales strategies to drive volume, profit growth, market share and product visibility. Built sales training program focused on best practices to attain goals.

Selected highlights include:

- **For FY 2017: #1 team in overall revenue growth for division (5 sales teams total), #1 team in on-premise revenue growth, #1 team in case growth for Classic's Top 5 Suppliers.**
- **For FY 2015: #1 team in overall revenue growth for division (first full year as Sales Manager).**
- Teamed with key suppliers to create aggressive programming for 3<sup>rd</sup> largest retail chain in territory, resulting in a single order of \$106,000 (roughly 700 cases).
- Designed fall and spring promotional newsletters for largest retail chain in territory, resulting in 2,000 cases.
- Created and led highly effective training program for new sales representatives. Onboarded four sales people, two of whom quickly became top performers in the division.

**Maisons and Domaines Henriot America, New York, NY****Oct 2008-Jul 2014***A family-owned import company specializing in the sales and marketing of luxury wines. The portfolio includes the Henriot family brands (Champagne Henriot, Bouchard Pere et Fils, William Fevre and Chateau de Poncie), as well as leading producers from Italy.***Regional Manager, New England & Mid-Atlantic**

Represented Champagne and Burgundy-based wine portfolio in New England and Mid-Atlantic territories. Reported directly to and consulted with CEO on company-wide growth initiatives. Initiated and implemented sales programming and marketing strategies. Motivated, educated and supported distributors' sales force through sales presentations, wine tastings, trade shows, and by accompanying reps on sale calls. Conducted sales planning meetings with distributor leadership.

Selected highlights include:

- **Exceeded sales goals and increased sales volume 142% in an established New England market (1,876 to 4,545 cases), over period of 2008-2013.**
- **Entered Mid-Atlantic with distributor new to region and increased sales 92% (318 to 609 cases, 2011-2013).**
- **Consistently remained under budget by an average of 16% during tenure.**
- Coordinated customized trips to Burgundy as an incentive for distributors' salesforce; accompanied trip recipients and led educational bike tours.

**EDUCATION****Northeastern University, Boston: Business Administration****University of Massachusetts, Boston: Exercise Physiology****MILITARY EXPERIENCE**

- Paratrooper/Team Leader, United States Army, 82<sup>nd</sup> Airborne Division. Honorable Discharge.