

Jennifer A. Mauro

33 Campus Lane, Lake Ronkonkoma, NY 11901. (631) 365-6775. Jmauro0919@gmail.com

Dynamic and forward thinking leader with a proven track record for exceeding sales goals, recognized for a disproportionate share of mind with colleagues, customers, and wholesalers. Known for a strong work ethic and valued by all for consistent follow through and caring demeanor. Areas of expertise include:

- | | | |
|--------------------------|-------------------------------------|--------------------------------|
| ◦ Emotional Intelligence | ◦ Coaching and Development | ◦ Event Management |
| ◦ Distributor Management | ◦ National Account Management | ◦ Account Management |
| ◦ Product Knowledge | ◦ Business Planning and Performance | ◦ Sales and Marketing Strategy |

EXPERIENCE

Northeast Market Manager

5/18- Present

Fossil Group Inc.

- Manage \$20.7 MM wholesale business
- Lead field support strategy and consumer engagement activity
- Collaborate with retail partners to create sales driving activities
- Identify opportunities outside traditional retail to grow brand awareness
- Execute brand innovation and new product launches
- Coach and develop staffers, wholesale partners, and third party agencies
- Create and implement strategic training plans for relevant points of distribution that are reflective of consumer, market, and national priorities.
- Increased sales in Macy's by 5% across district. Increased Bloomingdales sales by 10% across district.

Market Manager

4/16- 4/18

TalkingRain Beverage, Preston WA

- Manage single wholesaler for the Long Island Market. Responsible for 500,000 cases of Sparkling Ice volume, \$3MM in gross sales dollars
- Collaborate with distributor to create distribution and volume goals to find growth opportunities.
- Measure and evaluate market execution in order to identify opportunities to increase volume and distribution.
- Build and implement local programs for retail accounts that are in line with national programming to keep message consistent for consumers.
- Identify and negotiate local sponsorships opportunities
- Work with PR, Brand and Field marketing teams to create consumer experiences relevant to the brand within the New York Metro market.
- Increased growth in Walmart and Target by 20% each year. Increased Stop & Shop business by 12%. Increased distribution in food service channel by 10%.

Senior Assistant Manager

8/15- 4/16

Cole Haan, Riverhead NY

- Support store manager with daily operations, monthly planning, projections, and payroll budgets
- Set daily goals for store and individuals in order to deliver against KPI's
- Coach and mentor new and existing team members to inspire a world class team
- Visual merchandising and floor sets
- Maintain appearance of selling floor; restock and merchandise according to Cole Haan standards and directives.
- A leader in sales initiatives. Top performer \$20k net sales in first 30 days. Achieving ADT \$157, UPT 2.2

Business Development Manager

International AutoSource, Woodbury, NY

12/13 – 6/15

- Development of new business opportunities with leading international corporations in the US and Canada
- Assist in the development of marketing materials, sales presentations, and advertisements
- Build implementation plans for providers in order to assist their international assignees for a successful transition
- Develop and implement value-added strategies for IAS to increase profitability by implementing partnerships with various providers for referral dollars. YTD has generated 7k in additional revenue

- Secured 4 new partner accounts within the first 90 days, 10 sales in the first year approximately 50k in profit

Distributor Manager, Long Island, NY

10/11-11/13

Diageo - Guinness USA

- Managed single distributor for Long Island. Responsible for 350,000 case equivalents of Diageo-Guinness USA volume, or \$4MM in Gross Sales Dollars
- Collaborated with wholesaler management to create distribution and volume growth goals. Measured and evaluated market execution to identify opportunities to increase volume, share, and profit.
- Implemented localized marketing programs including Guinness Quality, Perfect Pint Competitions, Red Stripe Summer and Smirnoff Ice Fix the Mix across market
- Managed all budgets including wholesaler management, regional marketing, trade price and travel & entertainment of \$700K.
- Develop and coach distributor sales team on persuasive and fact based selling techniques
- Secured authorization for Parrot Bay Pouch in Stop & Shop for New York Metro region averaging 80 cases per month per location for the Long Island Market
- Top performing DM for Wal-Mart market against prior year FY12 & FY13 with a increase of 30%, Top performing DM in the country for FY12 delivering 3.1% vs. AOP, Top Performing DM on Guinness Keg Growth delivering 1.9% vs. LY, Reward and recognition for top draught performance 2011.

Sales Specialist, New York, NY

9/07- 10/11

Diageo-Guinness USA

- Communicated and managed local chain business, assist in execution of distributor meetings for innovation launches and quarterly programming
- Built, conveyed, and executed programs locally with distributor for on and off premise key accounts, create alternative business plans to improve customer relationships
- Conducted quarterly distributor personnel and account trainings on brand portfolio and fact based selling
- Identified target accounts for specific brands in order to increase rate of sale and visibility in the market
- Coordinated with PR agencies as well as various media outlets in the NYC market to ensure product delivery and visibility
- Golden bar winner for Guinness draught FY08, Reward and recognition for top draught performance FY08 & 09

Smirnoff Ice Brand Ambassador, Northeast

3/07- 8/07

US Concepts

- Communicated and educated execution strategies to both retailer and distributor for increased rate of sale on Smirnoff Ice portfolio for each market
- Addressed and reported account issues to local distributor manager to ensure continued success
- Scheduled and recapped 75 off premise events across region per month
- 111% to goal on display execution for program, 115% to goal on distribution for program

Area Manager, New York/New Jersey

3/06-9/06

Preston Marketing Concepts

- Responsible for the Management, execution, and reporting of over 1,000 on and off premise events across region
- Responsible for product sell in to key accounts in region, securing new distribution in over 75 accounts
- Recruit and train a promotional team of 150 employees, oversee weekly client reports

Assistant Event Manager, New York, NY

9/04-3/06

US Concepts

- Coordinated and managed execution and scheduling of over 3,000 promotional events for Diageo, including the hiring and training of event staff
- Managed off-site warehouse and coordinate POS delivery, event budgets, and maintained event management center
- Lead event coordinator on Guinness Believer, Assisted in execution of Johnnie Walker Journey of Taste, executed over 75 250-person brand education events in New York City

EDUCATION

Ashford University, Clinton IA- B.S. - Public Relation and Marketing, 2012