

# DARREN E. EICHER

2026 Zoe Lane, Greensburg, PA 15601 | 724.448.7663 | [d.e.eicher@gmail.com](mailto:d.e.eicher@gmail.com)

## REGIONAL SALES MANAGER

- **Accomplished Regional Sales Manager** offering expertise in team leadership, market analysis, business development, research and analysis, business outreach and client services.
- **Cultivate and strengthen critical relationships**, complete sales calls and business reviews, achieve target distribution and volume goals, and utilize key sales tools.
- **Develop and conduct ongoing training programs**, ensure the alignment of pricing strategies, monitor shipments and inventory, and deliver presentations in addition to generating sales reports.
- **Offer expertise within the craft beer industry**, provide support to distributor sales representatives, build brand awareness, merchandise products, and offer strong knowledge of the assigned market.
- **Ensure products are well presented** and within proper dating in all accounts, resolve customer issues, provide brand information, ensure clients are fully stocked with product, and maintain an accurate record of all sales calls and follow-up.

*"Currently we are in the most competitive beer market in history, and there isn't anyone I can think of that I would want representing our brands more than Darren. He has continued to seek knowledge, put the work in, and go the extra mile for our customers and this company."*  
—Performance Review

## AREAS OF EXPERTISE

Revenue Generation ♦ Account Management ♦ Customer Relations/Service ♦ Market Research/Analysis ♦ Business Outreach  
Chain Sales ♦ Promotions/Presentations ♦ New Business Development ♦ Competitive Market Growth ♦ Team Leadership

## PROFESSIONAL WORK HISTORY

Frank B. Fuhrer Wholesale Co., Pittsburgh, PA

2007 to Present

### HIGH END BRAND MANAGER (2016 to Present)

*The largest beer wholesaler in the nation operating from one location and grossing \$300MM+.*

Received a promotion to manage and direct daily operations for Fuhrer Eagle Sales and Service / Fuhrer Wholesale with direct/indirect leadership for 40+ representatives for the largest New Belgium Launch in brewery history.

- Create brand strategy, deal with advertisers to promote product brand, develop and manage multimillion-dollar budgets, create brand vision/direction, and develop/deliver compelling presentations.
- Host and plan strategy meetings with 50+ attendees, and serve as POC (point of contact) between wholesaler and brewery representatives while managing 20+ suppliers and devise incentives for brewery representatives.
- Direct/execute compelling brand strategies, including Kenny Chesney Corona Tiki Town, beer festivals, and dinners/food pairings, beer confidence tastings, samplings, and large and small tap takeovers.
- Complete planograms, work with shelf sets, and perform validation calls with Sheetz in addition to performing telephone calls to redo spring and fall sets, working with various clients such as Sheetz, Get Go, Giant Eagle, Martins, Speedway, Get Fresh and Sweet Peas.
- Engage in conversation with chain buyers and representatives on a bi-weekly basis, and remain in constant contact with other chains in the market.
- Finished in second place nationwide for Wholesalers of the Year for New Belgium out of 40+ competitors, and achieved the largest Hemperor brewer product launch in the entire nation for the New Belgium new beer product line.
- Successfully hit all goals for four straight distribution periods of Constellation brands, and finished second in the Eastern Business Unit for Constellation brands out of 14 wholesalers.
- Increased the total volume of cases by 22% from 2016 to 2017 with the current brand representing over 1MM cases.
- Launched over six new suppliers over the past 12 months.
- Recognized as the top trending sales wholesaler in the Eastern half of the US for the Ballast Point brand, up by 24%.
- Maintain key contacts with craft beer festival representatives throughout the State of Pennsylvania.
- Focus on changes in business practices within the beer industry, shifting to chain driven sales, and remain in the forefront to handle all key contacts with chains.
- Developed a seasonal and new item pre-sale practice utilized and duplicated throughout the Northeast.
- Raised Anheuser Busch high-end brand sales from 2017 levels, and reorganized the department to eliminate two positions, saving costs while centering on chain sales, serving as the driving force behind a 45-person sales personnel shift in focus.

**CURRENT SALES SUPERVISOR (2014 to 2016)**

Worked in tandem with national and regional breweries and managed key retail and restaurant accounts to generate sales, up sell clients, establish loyalty, retention, and trigger new business development. Oversaw a salesforce of five direct reports, ensured expert product knowledge of hundreds of in-house and competitor craft lines and ethnic accounts, and account requirements for critical relationships such as with Giant Eagle retail stores. Developed and managed discretionary, media, sampling, and POS budgets.

- Held accountable for client servicing and client acquisition for top accounts within the Pittsburgh metro market such as distributors, retailers, bars, taverns, high volume six-pack shops, grocery stores, and craft beer specialists.
- Managed, direct, and service 580 accounts alongside and through sales representatives; oversaw all aspects of team sales and generated \$5MM in real revenue on an annual basis.
- Established clear goals, objectives, and performance expectations to streamline team-based sales operations; completed trimester and year-end reviews and revamped sales, training, and developmental processes accordingly.
- Created and implemented merchandising strategies for the beer category including placements, specials, and displays; assessed supply and demand, determined product movement and allocation of space and case sizes.
- Collaborated with customers to strategize and launch trendy and innovative promotions and shows including Steeler themed events that resulted in measurable spikes in sales.
- Gained insight into current market knowledge and trends and followed beer advocate blogs and publications.

**KEY ACCOMPLISHMENTS**

- Attended Chicago's Goose University for ongoing professional development including beer tasting, sampling, and study of techniques to examine and measure beer's appearance, sediment, contamination, aromatics, qualities and flavor of the malt and hops, and overall taste.  
→ Further developed industry knowledge by attending ABU and attaining Ramp Certification.
- Played critical role developing the highest volume 6-pack store at a local college, offering free sling-backs with purchase of a 12-pack of Anheuser-Busch which resulted in movement of more than 800 cases.
- Built relationship with Chief's in North Oakland, previously holding 20 Oz Miller Lite specials with 1,600 cases purchased; penetrated the account with Bud Light cans and grew account to 3,500 cases a year.
- Ranked #1 of five teams in sales and execution for five of nine months, 2014.
- Oversaw 33% growth in Craft portfolio with projected future gains.

**SALES REPRESENTATIVE (2007 to 2014)**

Promoted and sold major brands, craft beers, and ethnic accounts with total responsibility for managing and servicing up to 150 accounts in Westmoreland County; which included 60 high-volume accounts (Sharkey's, Dino's, Racer's, Great Escape, Rialto Café, Et al.) and acquisition of 30 new Bud Light taps in a two year time frame. Generated and distributed monthly paperwork.

**KEY ACCOMPLISHMENTS**

- Thrived in role as aggressive brand ambassador with tenacious business development efforts; sold Anheuser-Busch into numerous accounts already carrying I.C. Light, Coors Light, and Miller on tap; instrumental in bringing Anheuser-Busch to hundreds of clientele.
- Increased sales +14%, 2013, with significant forward momentum in Westmoreland County.
- Maxed out monthly commission (80%) during entire tenure.
- Achieved Salesman of the Month out of 50 candidates six times over the course of 24 months.

**EARLY CAREER SUMMARY**

**ACCOUNT MANAGER / TEAM LEADER**, Yellow Book USA, State College, PA  
**SALES MANAGER**, Copier Corporation of America, Greensburg, PA

**EDUCATION AND PROFESSIONAL DEVELOPMENT**

**BACHELOR OF ARTS – LIBERAL STUDIES (Concentration: Marketing)**, Clarion University, Clarion, PA  
**CERTIFICATIONS:** Ramp Certified; Certified Cicerone Beer Server  
**TRAINING:** Eli Leadership Training (2 years)