Mark Walleigh

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Executive Summary

*Top-Performing Sales Leader / Sales & Marketing / Senior Sales Manager*

— Areas of Expertise —

Competitive, award-winning, strategic sales leader with repeated success in deploying sales and marketing initiatives that consistently achieve client satisfaction and stakeholder engagement across multi-faceted industries. Intuitive business acumen and analytical skills to discover profitable opportunities, evaluate market statistics, and devise unique competitive advantages. Demonstrate strong relationship management, team building, and strategic planning skills.

— Career Accomplishments —

* Designed and implemented a bottom-up “360 degree” marketing plan, across each market covering four states, for a portfolio comprised of Monkey in Paradise Vodka and Blue Nectar Tequila, securing multiple distributors to sell the brands including Bar Beverages, Johnson Brothers, RNDC, and National Distributing Company.
* Introduced a “Go to Market” strategy and key account plan, executing across a broad territory to cultivate new relationships and grow sales, leading to more than 2,600 new ACS in the first six months, combined with new chain distribution across multiple chain accounts including Albertsons, BevMo, Kroger, Ralphs, Safeway and Total Wine & more.
* Deployed moderate local tactical budgets, resulting in increased commercial volume and revenue by +171% from previous year, and overall strategy success.
* Met Operating Plan volume and revenue targets four consecutive years, resulting in $20M+ in additional revenue, and surpassed all sales goals for the Southwest region.
* Spearheaded strategies to consistently meet or surpass sales targets.

# Professional Experience

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| FOUNTAIN BEVERAGE COMPANY, Brooklyn, NY**West Coast Regional Sales Manager** |  April 2021 – October 2021  |

Tasked to develop and implement go-to-market strategies & action plans for the west coast market launch of the Fountain “Craft” Hard Seltzer. Now launched, remit responsibilities include budget development/management, over-sight of wholesaler network’s execution/performance and the build out (recruit, hire, develop) of local sales team consisting of six sales managers.

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| **Accomplishments:*** Secured New Distribution in 650+ Independent Retail & On-premise Accounts with over 1,100 Points of Distribution in 1st 120 days of launch.
* Developed & implemented a Retail Chain authorization plan that led to new distribution at Total Wine (Arizona & California), Whole Foods Markets (Arizona & So. California) and BevMo!/gopuff (Arizona & California).

PARADISE BRANDS LLC, Palm Beach, FL May 2019 – July 2020 **Vice President, US West** |   |

Recruited to design strategies for expanding the portfolio into five Western states, while simultaneously directing business in Texas. Created and implemented strategic sales and marketing plans for the business, concentrating on customer base and revenue optimization. Cultivated long-term, trusting relationships with key accounts to expand business growth. Contributed to business development initiatives by researching, discovering, and developing fresh markets, manipulating strategic marketing campaigns, and executing go-to-market initiatives.

### **Accomplishments:**

* Supervised and built an extensive wholesaler network, and internal MIP sales team to bolster sales growth.
* Devised and implemented local marketing and execution plans for each market, while simultaneously directing business for Five (5) states across all business channels, guaranteeing maximum sales and profitability.

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|  ALPHA CONSULTING & BUSINESS SERVICES LLC, Aliso Viejo, CA **Managing Director** |  Jan 2018 – May 2019  |

Conceived the business’s short and long-term business goals. Consulted start-up to major business clients on strategies to build new business and sales growth. Sustained open lines of communication with all senior and executive sales leadership, facilitated weekly meetings with Senior Sales Manager and Director to identify opportunities and implement solutions for boosting profitability, revenue, and sales growth.

**Accomplishments:**

* Cultivated long-term, trusting relationships with key clients, and managed accounts across a diverse range of business clients.
* Spearheaded fiscal performance, and facilitated training programs, covering a broad range of topics to build peak-performing teams.
* Designed and integrated innovative platforms and rolled out groundbreaking tools for business management teams.

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| HAWAII SEA SPIRITS LLC, Maui, HI**Regional Director of Sales, US West** |  Feb 2017 – Dec 2017 |  |

Represented the company’s signature brand, OCEAN Organic Vodka. Profitably directed commercial business activity across each trade channel in 11 Western states. Planned and executed an annual operating plan through the successful management of wholesaler network. Consistently overdelivered operating plan goals in order to expand distribution. **Accomplishments:**

* Capitalized on program development and sales support initiatives to manage the wholesaler network efficiently and profitably.

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| EDRINGTON AMERICAS, New York, NY**Regional Business Manager, California / Nevada / Hawaii** | Sept 2013 – Dec 2016  |  |

Contributed as an integral member of the go live launch team for the company during its global parent organization’s creation of a newly built commercial facility in the US. Directly supervised an internal EA sales team, instore merchandising team, and DSD team. Developed and implemented strategies to maximize profits through efficient coaching and mentoring techniques. Productively maximized the effectiveness of wholesaler execution, drove tangible results, and delivered successful annual operational plans.

### **Accomplishments:**

* Created and implemented the company’s go-to-market strategy and established a complex budget.
* Built a top-performing team of three Area Managers, five Market Managers, and two Macallan Field Specialists during the commercial organization’s launch, through effective training and development skills.

# Earlier Experience

ALPHA CONSULTING AND BUSINESS SERVICES, LLC**,** Rancho Santa Margarita, CA **| Founder & Managing Director**

NEXT LEVEL MARKETING / PISCO PORTON LLC, Houston, TX | **Division Manager, West**

WILLIAM GRANT & SONS USA, Edison, NJ | **Director of Chain Sales / National Account Manager**

HEUBLEIN INC., Farmington, CT | **California Chain Manager / Hawaii State Manager / Account Manager, National Accounts, On Premise, Western US**

YOUNG’S MARKET COMPANY, Orange, CA | **District Sales Manager In-Store Merchandising & DSD, Southern California / Sales Representative Instore Merchandising & DSD, Southern California**

# Education and Credentials

**Bachelor of Arts in Business Management, with a Minor in Organizational Development,**

CALIFORNIA STATE UNIVERSITY, FULLERTON

**\* Negotiative Selling Skills, IBM Sales Training \* Targeted Selections Seminar \***

**\* Situational Leadership Seminar \* Effective Management Seminar, Management Training for Today’s Marketplace**