Adam P. Lock

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*SUMMARY OF QUALIFICATIONS*

* Diverse and intelligent insight within all segments of the total alcohol beverage business
* Effective and versatile leader with solid interpersonal and communication capabilities
* Skilled in building and sustaining relationships, organization and problem solving
* Impeccable work ethic, personal integrity and time management
* Ability to create and execute financial and marketing strategies to surpass sales objectives

*PROFESSIONAL EXPERIENCE*

Constellation Brands Kansas City, Missouri January 2013-Present

*General Sales Manager – Northern Region*

* Full P&L responsibility for the region
* Develop and achieve region sales performance target
* Develop annual Collaborative Business Plans, Periodic Tactical Business Plans, and appropriately partner with Spirits Sales Managers on the management of Collaborative Business Plans
* Communicate and implement CBI brand strategy, standards and prioritization with CBI Sales Team
* Set expectations with key distributor personnel and monitor distribution, shipments, and other sales activities, conducting weekly progress checks of distributor performance
* Manage allocations at a state, distributor and account level to leverage best use, for optimum benefit to gross margin and brand equity
* Develop pricing strategies
* Negotiate, design and execute regional promotional plan
* Effective communication with CBI departments including channel, finance, marketing and S&OP
* Manage product launches: pricing, inventory, execution strategy, tracking, and measurement
* Provide in-market leadership to CBI and distributor sales teams to achieve volume, POD, GP goals and build brand equity in the market
* Foster and leverage strong personal relationships with all levels of distributor and account management including ownership
* Directly manage key prestige regional accounts; developing and cultivating strong relationships and leveraging these relationships to explore business opportunities
* Ensure price integrity and execution standards are being upheld by CBI staff
* Deliver annual sales plan and manage the budget
* Plan and oversight of non price budget. Negotiate budget with distributor and fully manage
* Provide S&OP input, forecasting and product allocation
* Review/manage distributor spending/banks and A/R reconciliation, in compliance to specific contractual agreements and company guidelines
* Source, hire, coach, mentor and develop sales team
* Set performance direction and ensure continued open dialogue concerning performance
* Network and identify outside talent for potential opportunities within CBI
* Lead Talent Reviews and Succession Planning
* Participate in National Sales Meeting and other development initiatives, including leadership training, systems training, etc

*Tactical Director – Midwest Region*

* Develop and achieve region sales performance targets
* Ensure sales processes are fully implemented and practiced by all
* Set expectations with key distributor personnel on distribution, shipments, and other sales activities
* Responsible for communicating Constellation Brands brand strategy, standards and prioritization to Constellation Brands Sales Team; including appropriate focus on wine and spirits, off premise and on premise business
* Effective communication with Constellation Brands departments including channel, finance, marketing and S&OP
* Participate and advise in business development matters, including sales calls, market blitzes and provide in-market Leadership to Constellation Brands and distributor sales teams
* Work directly with key on and off premise customers and maintain direct contact with key accounts within region
* Foster and leverage strong personal relationships with all levels of distributor and account management including ownership
* Partner with and provide strategic recommendations to Promotions, Brand Marketing, and Trade Marketing teams
* Communicate competitive market changes and trends to appropriate Constellation Brands functions (Marketing, PR, Strategic Insights, Channel)

*Field Sales Manager – Missouri and Kansas*

* Properly manage a budget encompassing all associated costs of conducting business, including DA support, incentive writing, samples, printing, effective advertising and other related expenses
* Execute sales plans achieving fiscal depletion and accounts sold goals for 70+ individual brands across a diverse spectrum of wines and spirits
* Assess market gaps to plan for methods that improve distributor performance
* Management of key accounts, surpassing projected goals while intermittently building meaningful long term relationships with primary contacts
* Ensure execution of nationally mandated programming with key retail and restaurant accounts
* Directly responsible for management of three distributors including all Constellation Brands on and off premise sales activity within each house

Southern Glazer’s Kansas City, Missouri June 2004-December 2012

*District Manager*

* Developed, managed and maintained strong relationships with more than 140 accounts through optimization of services based upon company standards and current trends, while achieving profit goals for retailer and distributor
* Directly responsible for sales analysis of five area representatives, including the execution of integrated performance plans and establishment of optimum sales targets
* Managed cross-functional relationships between sales team, distributor and retailer

*Sales Representative*

* Performed typical sales representative duties including selling to and managing a core set of accounts.

*EDUCATION*

University of Missouri Columbia, Missouri August 2002-May 2004

*MBA with an emphasis in Marketing*

University of Missouri Columbia, Missouri August 1995-May 1999

*B.S. Business Administration in Management*