

Professional Summary

High performing National Sales Manager with over 15 years of experience in executive management and channel sales in craft beer, spirits, wine, and non-alcoholic beverage industries. Extensive experience in national account management, territory expansion, new market development, and sales planning and execution. Seeking a national accounts position utilizing my analytical, sales and financial planning, and relationship-building skills to drive company strategies and initiatives.

Skills

- Sales Management, Forecasting & Budgeting
- National & Key Account Management
- Data Analysis & Performance Evaluation
- Brand Development & Product Promotion
- Sales Training & Team Leadership
- Financial Management & Team Performance
- Distribution & Channel Management
- Organization, Prioritization & Goal Setting
- Excellent Verbal & Written Communication
- Strong Public Speaking & Client Presentations

Work History

Lexington Brewing & Distilling Co. – Lexington, KY 2017 to 2019

National Sales Manager

- Promoted to National Sales Manager within 10 months after establishing chain sales team and strategy, effectively doubling yearly objectives.
- Created promotion and pricing strategies resulting in 10% growth of beer and spirits portfolio to \$18MM, while cutting spending by \$2.5MM.
- Managed, mentored, and trained team of 15 sales representatives, 5 chain sales managers, and 5 regional managers to forge strategic partnerships with key accounts and distribution networks in 31 states.
- Oversaw cross-functional team comprised of Sales, Marketing, and Operations to refresh core spirits and beer packaging, reformulate multiple spirits brands, and develop 6 new beers.

National Chain Sales Manager

- Increased chain beer sales by over 100,000 cases and doubled spirits sales from \$1.2MM to \$2.5MM through strong business relationships with buyers at key accounts including Kroger, Publix, HEB, Whole Foods, and Total Wine & More.
- Consistently provided Kroger with profitability and brand analytics at monthly and semi-annual reset meetings, driving increased distribution from 11 to 17 states and 4 additional banners
- Created distribution and promotional plan for Publix "Beer Today, Gone Tomorrow" program, achieving record execution rate of 98% and resulting in 2,000 new permanent points of distribution.
- Built customized, cross-promotional spirits and beer program for Total Wine & More resulting in monthly in-store features for a full year and inclusion of limited release spirits in Concierge Sales newsletter.

Craft Brew Alliance – Portland, OR 2014 to 2017

National Account Manager

- Came aboard as Division Sales Manager for 7 wholesalers and 100 key accounts in Colorado, promoted to Division Sales Director of Southern California with 9 direct reports, then advanced to National Account Manager.
- Managed a portfolio of 5 CBA brand families while focusing on company sales priorities within 4 key Albertsons/Safeway territories, Ralph's, and Stater Bros. equaling more than 1.4MM in case sales.

- Increased sales by 7% in Albertsons/Vons Southern California Division with key monthly programming and price features
- Effectively managed and grew extensive brand portfolio including a Top 10 National Craft brand, Kona Brewing, developing campaigns which grew statewide channel volume by 10% through increased programming and distribution.
- Developed and executed annual strategic sales and growth plans for a 1.4MM case territory, managed territory budgets through targeted spending, increased sales and profitability by focusing on key points of distribution.

Goose Island Beer Company – Chicago, IL

2011 to 2014

Market Development Manager

- Came aboard in 2011 as Brewery Representative for Iowa/Nebraska, with 4 wholesalers and over 400 key accounts, eventually advancing to Market Development Manager of Colorado, overseeing 7 wholesalers and 150 key accounts.
- Implemented plans to close distribution gaps, resulting in a 632% volume increase over previous year.
- Developed sales force training and customer education material in collaboration with product management, R&D and commercial teams, effectively resulting in increased client engagement and pipeline performance of 20%.

Phusion Projects LLC – Chicago, IL

2010 to 2011

Area Sales Manager

- Drove \$10M in sales with 9 wholesalers, and 1,800 accounts within the assigned territory, developing strategic goals and campaigns, which successfully and consistently increased sales by 20% monthly versus prior year.
- Set goals and provided training and sales support to network of wholesaler reps, focusing on sales, distribution, and marketing in both On and Off Premise channels.

Red Bull North America – Chicago, IL

2007 to 2010

On Premise Manager

- Developed marketing and sales strategies while ensuring the correct usage of all marketing tools and the right integration of our brand into the supply chain pipeline, resulting in over 20,000 cases sold.
- Met or exceeded all quotas throughout tenure, as well as created new marketing ideas which effectively increased case sales by 19% in 2007 and 13% in 2008.
- Reviewed and assessed the ERP management system for ways of improvement, developing an application system which increased productivity by developing reporting systems, eventually being adopted by regional team of 6.

Johnson Brothers of Iowa – Des Moines, IA

2004 to 2007

On Premise Sales Specialist

- Represented multiple national brands including Gallo, Kendall-Jackson, and Trinchero Family Estates, completed Gallo Wine Academy training.
- Consistently grew sales through training and education of clients and staff on more than 2,500 wines within portfolio, resulting in territory sales increase of 31%.

Technical Skills

Analytical and computer competencies include IRI, Nielsen, VIP/iDIG, and Microsoft Office

Education

Upper Iowa University - Bachelor of Science in Psychology, West Des Moines, IA - Cum Laude

San Diego City College - Associates of Arts in Communications, San Diego, CA