CO L L E E N MC LEOD , MBA San Francisco, CA **** (415) 525-6950 **** mcleodc078@gmail.com

N a t i o n a l On - P r e m i s e C h a i n Ma n a g e r

Influential Top-Performing Senior-Level Professional with 16+ years of experience in sales, marketing, and business development. Recognized as an industry subject matter expert and integral to the successful development of key product lines and the ongoing growth and profitability of leading companies. Drive strategic marketing plans, build strong accounts and professional partnerships, and continuously deliver exemplary results to propel business objectives. Experienced in partnering with Distributor Management and driving Supplier relationships with strong acumen in Global Strategy, Import, Specialty, and Craft processes, products, and marketing strategies.

Industry Certifications

* Certified Cannabis Specialist
* Certified Specialist of Wine (CSW)
* Certified Specialist of Spirits (CSS)
* California Wine Appellation Specialist (CWAS)
* Wine & Spirit Education Trust (WSET 3)
* ACE Training
* Certified Sherry Wine Specialist (CSWS)
* Italian Wine Professional (IWP)
* Certified Sommelier
* French Wine Scholar
* Cicerone Certified

~ I n d u c t e d i n t o t h e S G W S H o n o r s G u i l d ( M a g n a C u m L a u d e ) ~

~ F o u n d i n g m e m b e r o f W e s t R e g i o n C . H . E . E . R . S . C h a p t e r ~

# C a r e e r E x p e r i e n c e

Southern Glazer’s Wine and Spirits  Western Region ▪ 2016—Present

National Chain Manager (2018—Present) ▪ National/Regional On-Premise Manager, Transatlantic (2016—2018)

Coordinate client accounts at a national level, oversee sales, and cultivate relationships with customers. Leverage extensive industry experience in marketing, product presentations, commercial awareness and trends, and sales skills to develop and propel brand awareness and client engagement.

* + Managed contractual compliance for national accounts Bacardi and Patron and worked closely with and mentored staff and senior management from both portfolios.
	+ Drove regional account collaborations with the northern and southern California teams in the areas of product presentations and program implementation.
	+ Leveraged and analyzed product and sales analytics through One Source, Diver, Compass, and SharePoint to strategically plan and direct business growth initiatives.
	+ Streamlined personnel resource allocation to mitigate duplication and inefficiency in national account management efforts.
	+ Committed to mentoring and training junior team members with an emphasis on product knowledge and leadership.
	+ Founding member of the Women in Leadership program for the West Coast. Supervised subcommittees, planned events, and enlisted executive leadership sponsors to engage program participants.
	+ Received numerous awards and industry acknowledgements based on proven results and expertise, including Certified Specialist of Wine, Certified Specialist of Spirits, and Certified California Wine Appellation Specialist.

Windy Hill Spirits  Western Region ▪ 2014—2016 NorCal Market Manager

Managed distribution, sales, and marketing across 6 branches of Young’s Market Company in North Bay, South Bay, East Bay, Sacramento, Central Coast, and San Francisco. Directed the full lifecycle of sales operations, on and off premises, including scheduling, calendar blitzes, pricing, incentive programs, and inventory/point of sale (POS).

* + Executed national and regional on- and off-premise chain authorizations, including coordinating efforts across various locations, managing complex calendaring, and facilitating educational and engaging live demos and training workshops.

* Safeway
* Walmart
* Whole Foods
* Nugget Market
* 7-11
* Andronico's

* Buffalo Wild Wings
* Applebee's
* On the Border
* Hooters
* Dave & Buster's

* Pebble Beach Food & Wine
* America's Cup
* Fleet Week
* Sketchfest
* SantaCon

**OFF-PREMISE CHAIN AUTHORIZATIONS**

**ON-PREMISE CHAIN AUTHORIZATIONS**

**KEY MARKETING EVENTS**

CO L L E E N MC LEOD , MBA (415) 418-0067  ColleenMcLeod@sgws.com | Page 2/2

Continued…

* + Represented the company at key marketing events and drove brand awareness and customer outreach efforts. Attended food and wine fairs; fundraisers; and charitable, sporting, and community events.
	+ Managed social media activity and strategies across all platforms, including Facebook, Twitter, and Instagram. Collaborated with creative teams to cross-promote product lines and events and ultimately cultivate strong followings for all verticals.

Speakeasy Ales & Lagers  San Francisco, CA ▪ 2014 Regional Sales Manager, Northern California

Managed 3 primary wholesaler accounts and directed a talented team of 3 sales professionals in executing on-premise channels and off-premise chain programming. Territory spanned Northern California from Eureka across San Francisco to Palo Alto.

* + Leveraged strong distributor management and partnership development skills to increase sales by 34% YTD.

Latis Imports  San Francisco, CA ▪ 2011—2014

Senior Brand Development Manager, Northern California

Led development team in promoting products and increasing market share to maximize sales; consistently met and exceeded quarterly and yearly goals in both the on- and off-premise channels.

* + Penetrated San Francisco market and established on-premise sales within PALM, Rodenbach, BOON, Estaminet, and Theakson.
	+ Trained in Belgium under the direct instruction of industry-leading brewers at their respective breweries.
	+ Developed lucrative partnerships and grew on-premise chain channels within Michael Mina, Gary Danko, La Boulange, Straits, Il Fornaio, Hard Rock, Hooters, and Bubba Gump.

MillerCoors  San Francisco, CA ▪ 2007—2010

On-Premise Specialist (2009—2010) **** Senior Sales Representative, Miller Brewing Co. (2007—2009)

Promoted from Senior Sales Representative during Miller Brewing Company and Coors Brewing Company merger. Managed 8 major wholesalers in Northern California, including overseeing quarterly and annual budgets, handling marketing promotions, and driving sales. Generated business across all channels, including both on- and off-premise accounts.

* + Partnered with major venues, including AT&T Park, Oracle Arena, and HP Pavilion.
	+ As Senior Sales Representative, propelled sales within the Import and Craft Division and managed 4 major wholesalers.
	+ Conducted successful and engaging pairing events with an average of 5,000 attendees, including industry professionals, vendors, media representatives, and VIPs.

Pyramid Breweries Inc. San Francisco, CA ▪ 2005—2007 Key Account Manager

Started as Server/Senior Server and quickly promoted through Banquet Captain/Trainer to Key Account Manager. Built and capitalized on relationships with 2 major beer distributors, sales representatives, and key accounts in Northern California, including grocery chains, stores, restaurants, and bars.

* + Grew sales volume by 23% in 2006. Additionally, exceeded Golden Brands sales targets, including exceeding 15.5-gallon barrel 2005 goals by 107 barrels—25% over target—and 5-gallon barrel 2006 goals by 123 barrels—30% over target.
	+ Coordinated Pyramid sponsorship and product marketing at key community-facing events, including Monterey Microbrew Festival, Marin Microbrew Festival, San Francisco SketchFest, International Disc Golf Championship, San Francisco Breast Cancer Awareness Run, Adults in Art, Santa Rosa Oktoberfest, and San Francisco Improv Festival.

*Earlier career experience in the food & beverage industry with John Ash & Company (2003—2004), Hilltop Café (2001—2003), Willow Street Brewery (1991—2001), and Los Gatos Brewing Company (1997—1999).*

# E d u c a t i o n

Master of Business Administration (MBA) Global Innovators **** California State University, Hayward, CA Bachelor of Arts (BA) in English Literature **** Sonoma State University, Rohnert Park, CA

Professional Affiliations

* + Women of the Vine and Spirits
	+ Society of Wine Educators
	+ Wine & Spirit Education Trust
	+ Court of Master Sommeliers
	+ GuildSomm
	+ Network of Executive Women
	+ C.H.E.E.R.S., NorCal Chapter