

Aaron C. Alger

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OBJECTIVE

A proven leader with an established track record of success at both the supplier and distributor level in the Wine & Spirits industry. Looking to secure a position for a Spirits or Wine brand at the Regional or National level.

PROFESSIONAL EXPERIENCE

Evaton. Stamford, Connecticut.

Vice President West **May 2018 ~ June 2019**

- *Responsible for 12 states in the western region and over 50,000 cases annually.*
- *Managed all aspects of a large portfolio consisting of over 15 imported brands mainly from Portugal, Spain, Italy and France with some New Zealand and South America.*
- *Managed major distributor transition from Epic to SGWS/AWS while acquiring Sandeman Port into the portfolio.*
- *Responsible for a 4-person sales force including two Area Managers, 1 Brand Ambassador and a National Chain VP.*
- *Initiated new ways of working which resulted in selling more premium SKU's with less discounting to create more sustainable business and higher revenue.*
- *On track to grow newly created brand Silk & Spice by 80% vs LY sales at mid-year point, all other brands on pace to show double digit growth including Sandeman.*
- *Implemented new pricing structure region wide that allowed proper channel discounting without any depletion allowances and distributor working on leaner margins through long standing relationships.*

Disaronno International. Somerset, New Jersey / Saronno, Italy.

Western Region Sales Manager **November 2013 ~ December 2017**

- *Responsible for 17 state region including top states: CA, TX, AZ, NV and Pacific North West.*
- *Managed all parts of Distributor activity throughout entire region.*
- *Responsible for 10-person sales team.*
- *Case sales exceeded 190,000 cases annually.*
- *Setting and tracking annual KPI's in order to deliver goals aligned with strategic pillars.*
- *Managed all aspects of P&L and budget for region in excess of 2.5 million annually.*
- *Facilitated Distributor movement and transition throughout 10 of the 17 states.*
- *Responsible for communicating all aspects of the business and reporting progress to both our stateside New Jersey office and corporate office in Italy.*

DeLeon Tequila. West Hollywood, California

National Sales Director **September 2012 ~ December 2013**

- *Managed all parts of Distributor activity throughout the US.*
- *Managed 6-person sales team nationwide.*
- *Doubled cases sales in 8 months across all states, bringing total sales from 6000 cases to 12,000 cases in just under a year. Price points for DeLeon started at \$100 per bottle for silver and went up to \$500 per bottle for Leona Reserve. This was a Luxury based brand that doubled in a down market.*
- *Was able to revise almost every PO that was submitted to DeLeon, this added just over \$800,000 to bottom line from increased PO's.*

- Responsible for securing new Distribution in over 20 states including 8 Control States.
- Set Sales goals and programing for both DeLeon team and Distributor partners.
- Responsible for on street sales at high profile accounts throughout the US.
- Worked closely with CEO and management team to ensure the DeLeon was properly placed and positioned for maximum exposure in luxury-based accounts and advertising.
- Personally, conducted staff trainings at all high-end National placements, Nobu, Mandarin Oriental Group, Four Seasons Hotel's, Peninsula Hotels, Montage Resorts.
- I was in charge of all distributor communication, pricing and programming at the time of sale of DeLeon to Diageo in a multi-million-dollar transaction.

KARMA TEQUILA. Malibu, California.

National Director of Sales

July 2009 ~ September 2012

- Startup Company entered at ground level as a consultant eventually coming on board full time in November of 2010.
- Set up Distribution in 20 states including NY, CA, AZ, GA which are the largest Liquor Markets in the country, in one of the most competitive categories in liquor sales. Implemented all sales goals for distributors, hired State Representatives that work directly for Karma. Goals for year one sales equaled 10,000 cases or \$1 million in overall sales, company is at 75% of goal at mid-year mark.
- Implemented sales force handbook, outlining rules, regulations, company standards and expectations, sample budgets and expense account budgets. Set forth bonus program for all Karma employed salespeople, benefit packages, etc.
- Personally assisted and secured business in top accounts throughout all states, securing both high profile business as well as long term contracts to help build both brand and awareness
- Sought out advertising and promotional opportunities to assist in broad market brand awareness, keep in check company budget.
- Created and implemented all tracking reports to successfully be able to follow business both by channel, sales team, region and overall state. Also helped both initiate and develop company software to be able to pull sales data directly from distributor websites. This allows us to asses and compare to our own numbers for sales verification.

LANCASTER ESTATE / ROTH WINERY. Healdsburg, California.

National Sales Manager

September 2008 ~ November 2010

- Hired as Western Divisional Manger, within four months promoted to National Sales Manager. Accountable for all distributors and sales within the 50 states for total production 20,000 cases. Increased total sales 20% over the course of the two years when markets standards were down for Premium Wines by 30%. Strong knowledge of both broad market and chain distributors.
- Managed major distributor change for 21 states and had all states up and running within 30 days. Responsible for kick offs and launching brand in all states, determining sales goals and targeted accounts for each state and distributor. Implemented sales plan and incentives for 3, 6- and 12-month periods.
- Worked closely with two major distributors, Southern Wine & Spirits and Young's Market Company. Developed and maintained close relationships with persons ranging from the Executive level down though the sales force.
- Created, initialized and developed multiple points of brand awareness and increase in direct sales by utilizing Facebook and Twitter. Implementing new marketing techniques including staff incentives and overall increase in sales.
- Sustained current vintage schedule within 12 month selling period when market average for similar price points was 14-16 months.

- *Coordinated all pricing, new item set upsets, programming, budget forecasting, shipments and depletions and maintained monthly tracking reports. Strategized all travel and arrangements, which consisted of over 200 days on the road in a 12-month period.*

SOUTHERN WINE & SPIRITS. Cerritos, California.

Wine & Spirit Manager. Fine Wine/Spirit Specialist, Westside/LA

May 2004 ~ August 2008

- *Responsible for top 80 accounts in the West Hollywood/Beverly Hills area, both on and off premise. Winning salesman of the month three times within an 18-month period, nominated for salesman of the year by peers.*
- *Within 18 months, was promoted to Wine/Spirits Manager overseeing entire Westside of Los Angeles and a 10-person sales force consisted of 800 accounts. Won Wine/Spirits Manager of the month within the first month in new position and proceeded to win an additional 2 more times. Nominated for Wine/Spirits Manager of the Year by upper level management.*
- *Assisted sales reps in selling a 40-item quota sheet both by strategizing and developing account relationships with increased distribution. Managing large portfolios from around the world. Organized and coordinated schedules for sales representatives for market work. Worked closely and maintained great relationship with suppliers ensuring all sales and distribution goals were achieved for the Westside division.*
- *Worked closely with Executive Management in strategizing team goals. Assisted in hiring process for sales representatives as positions became available as well as termination of employees.*
- *Built lasting relationships with accounts which are still viable points of distribution. Quickly able to assess wine lists and retail sets finding "holes" and making recommendations to broaden distribution of entire portfolio.*

LAUBER IMPORTS. New York, New York.

Fine Wine / Key Account Specialist, Manhattan

February 2000 ~ April 2004

- *Responsible for calling on top 100 accounts in Manhattan. Broaden distribution in portfolio both California and international wines, with a large focus on Italy, Germany and Austria.*
- *Developed and maintained great working relationships with supplier partners as they visited New York, for both work and pleasure.*
- *Increased brand awareness and increased sales through wine dinners, staff trainings, group presentations and wine tastings.*
- *Winning sales incentives within company on regular basis by being top performer on quota sheet.*

EDUCATION & CERTIFICATION

Bachelor of Science in Mass Media Communications. Castleton University, Castleton Vermont. Graduated 1998.

WSET Level 1 & WSET Level 2. WSET Committee Subsidiary Course. Los Angeles, California. Currently enrolled in Level 3.

Certified Italian Specialist. Italian Consultant. Los Angeles, California.

Certified Rioja Specialist. WSET Committee Subsidiary Course. Los Angeles, California.

PERSONAL

Hobbies include fitness, motorcycles, surfing, snowboarding, guitar and travel.

REFERENCES

Upon Request