

KIV SLACK

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SUMMARY

Accomplished and highly motivated Senior Sales and Marketing/Financial Analysis professional with over twenty-two years' experience in the Wine and Spirits industry. Specific strengths in sales, sales management and financial performance analytics. Demonstrated significant sales gains, cost savings and efficiency improvements in each position as career progressed. Proven ability to build, lead and empower a highly effective team.

SKILLS & EXPERTISE

Sales Management • Strategic Sales Planning • Market and Distributor Knowledge • Customer Service • Strong Negotiation Skillset • Wine Industry Knowledge • Competitive Strategy • Brand Marketing • Strong Communication Skills • Continuous Improvement • Advanced MS Office User • Results Driven • Advanced Nielsen and IRI User • Effective Business Development

EXPERIENCE

VINTAGEPOINT, LLC | THE CAROLINAS

REGIONAL MANAGER, SOUTHEAST

2017 - 2018

Responsible for the sales performance of Vintage Point's premium and luxury tiered brand portfolio by managing the distributor network in North and South Carolina and directly calling on corporate wine category buyers and key accounts throughout the southeast.

- Attained annual shipments and depletion goals with +21% volume growth for CY 2017 through our distributor network, consisting of over 20 sales teams
- Create and maintain all pricing for all channels of distribution across distributor network
- Account responsibilities include, but not limited to: Harris Teeter, Food Lion, Lowe's Foods, Ingle's, Food City, Sam's Club, Costco and key independent retailers and on-premise establishments
- Launched and developed multiple ultra-premium and luxury tier brands, including Alejandro Bulgheroni Estate, Moone-Tsai, DeLille Cellars, Long Shadows Vintners, Hidden Ridge, Madrigal, Gary Farrell and Educated Guess
- Successfully sold premium tier programming to Lowes Foods on Argentine brand Cigar Box resulting in +60% growth over 60-day programming period
- Successfully sold ultra-premium brand DeLille Cellars program to Costco Southeast Regional Buyer resulting in a 40% lift in Vintage Point's business with the national account
- Successfully increased distribution on Gary Farrell's Russian River tier to all stores in Harris Teeter's Fine Wine cluster

E&J GALLO WINERY | SOUTHEASTERN U.S.

Regional Manager, Sales Finance

2012 – 2015

Responsible for the sales performance of the Southeast sales team to achieve annual sales of over \$175 Million as well as revenue growth goals while attaining company-set bottom line margin objectives by controlling sales overhead with a lean mindset.

- Attained annual revenue growth of over 7% by maintaining a healthy pricing to volume mix
- Developed business strategy for maximizing margin by allocating and directing the use of company resources
- Aligned sales team strategies with corporate initiatives and goals
- Attained annual sales contribution (net margin) goals each year in position by achieving volume goals while managing all cost measures
- Collaborated with key customer and organizational executives to establish long term relationships and maintain continuity of sales performance
- Coached team on key developmental metrics through ongoing training and mentoring programs
- Managed team performance to ensure timely execution of annual sales plan
- Top awarded Regional Finance Manager against annual goals (2015)
- Consistently awarded top 5 performer against winery/ finance initiatives
- Society of Wine Educators – Gained Certification (Certified Specialist of Spirits, CSS)

E&J GALLO WINERY/ BLUE RIDGE WHOLESALE | CHARLOTTE, NC

Area Sales Manager

2003 – 2005

Managed, trained and directed a team of 3 District Sales Managers and their respective sales teams.

- Successfully promoted 8 individuals on sales team to District Manager or winery positions
- Met all goals and objectives for company's marketing area
- Contributed to an overall revenue growth of +5% over the two-year period
- Carried out and achieved the largest growth over plan for multiple brand launches over the two-year period, including Mirassou, Louis M. Martini and Frei Brothers Reserve
- Presented programming to chain Operations Managers resulting in a 10% increase in sales during the critical holiday season
- Implemented a new process for monitoring sales performance electronically with the District Managers resulting in them having more time in the market driving sales

E&J GALLO WINERY | ATLANTA, GA

Field Marketing Manager

2002 – 2003

Managed and developed E&J Gallo distributors in Georgia.

- Communicated all winery directives to distributor upper management
- Worked with and trained distributor District Managers and Sales Representatives
- Delivered annual pricing and volume plan to distributors
- Organized and ran mid-month and general sales meetings with distributors

E&J GALLO WINERY | SOUTHEASTERN U.S.

Senior Account Manager

2000 – 2002

Managed the Alcoholic Beverages category with the Regional Buyer at Walmart/ Sam's Club.

- Grew E&J Gallo's business in the channel by 35% over the two-year period
- Planned and administered stores sets on location at each club in the Buyer's region
- Sold all E&J Gallo brand programming to Regional Buyer
- Executed against new item and overall brand distribution objectives
- Grew E&J Gallo's distribution in the Premium space by over 50% in consecutive years
- Built and maintained the largest distribution of E&J Gallo brands in Sam's Club versus all other domestic regions
- Created store schematics for all clubs in the buyer's region

E&J GALLO WINERY/ BLUE RIDGE WHOLESALE | CHARLOTTE, NC

District Manager

1997 – 2000

Managed, trained and directed a team of Sales Representatives.

- Achieved all brand volume objectives monthly and annually
- Developed future management candidates
- Presented monthly programming at general sales meetings
- Cultivated relationships with chain Operations Managers and Buyers

E&J GALLO WINERY/ BLUE RIDGE WHOLESALE | CHARLOTTE, NC

District Manager

1995 – 1997

Conducted sales calls on all retail stores in multiple Charlotte territories with increased responsibility and exposure as territories progressed.

- Developed and grew the business in each sales territory
- Opened new accounts
- Achieved all monthly objectives

EDUCATION

NORTH CAROLINA STATE UNIVERSITY | Raleigh, NC

1991

Bachelor of Arts, Communication

Honors & Activities: Dean's List / Co-Founder, Mountain Bike Club, Intramural Sports

SOCIETY OF WINE EDUCATORS | Washington, D.C.

2010

Certified Specialist of Spirits