

## DAVID GUNTER

## NATIONAL ACCOUNT MANAGER

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A dedicated, tenacious **Sales Manager** highly regarded for 25+ years of progressive experience improving revenues in the CPG beverage industry. Recognized as a strong and decisive leader who builds lasting relationships with key industry leaders including Publix, SEG Grocers, Food Lion, Walmart, Costco, Walgreens, ABC Wine and Spirit, and Total Wine and More. An energetic and strategic decision-maker known as a creative problem solver with expertise in national and regional chain programming.

### **Selected Highlights**

- ◆ Secured over 1,600 new points of distribution of Seagram's FMB's at Publix and Food Lion combined in the 2020 Spring sets.
- ◆ Increased Seagram's Escapes depletions, our flagship brand over 10% in 6 months by increasing display execution at Food Lion and Winn Dixie.
- ◆ Decreased chain spending by 15% by challenging market managers to innovate a plan of action and expected ROI analysis regarding spending for independent versus chain accounts.
- ◆ Increased Chain KPI execution from 30% achievement to 75% over an 18-month period.
- ◆ Recognized by peers and upper management, receiving multiple prestigious sales awards from national chain execution in Walmart.
- ◆ Spearheaded the Upstate New York distributor consolidation and developed the joint Alliance Division with Bacardi.

### **Core Competencies and Technical Proficiencies**

Leadership ◆ Relationship Building ◆ Account Management ◆ Territory Management ◆ Collaborative Problem Solving ◆ Beverage Industry Customer Service ◆ National and Regional Chain Programming ◆ Distributor Management ◆ Nielsen and IRI data Analysis ◆ Microsoft Office 365 ◆ Google Suite

### **Professional Experience**

FIFCO USA | 2019-Present

#### **National Account Manager-SE Grocery Channel.**

- Serve as the key contact for the FIFCO USA portfolio to six major grocery accounts that include Publix, Food Lion, SEG Grocers, Food City, and Lowes Foods, across 7 states.
- Total Portfolio generated **534,000 cases with 4% growth, and in Dollar Sales \$11,374,000 with 7% growth**. Gross profits contribution was the highest in the grocery channel with a **9% increase** focused on the Seagram's Escapes brand.
- Number 3 Grocery Channel Manager and Number 8 total national accounts manager in volume and dollar contribution.
- Responsibilities include presenting quarterly calls to buyers, servicing chains daily on ensuring distributor inventories meet required orders and growth projections and working with the field sales teams to ensure distributor execution of our brands on ads, resets and key programs.

Brown-Forman Corporation | 2004 – 2019

*Promoted to positions of increased authority and responsibility due to exceptional leadership skills.*

#### **State Manager (Tampa, Orlando, Jacksonville, Pensacola): 2018 – Present**

- Serve as Sales Manager for 75% of the state's total volume with both on-premise and off-premise sales channels.
- Mentor and lead a team of four market managers across the sales area.
- Spearheaded a complete team reorganization including processes to maximize distributors, which directly resulted in surpassing all sales and distribution goals and achieving the highest growth for all brands in just eight months.
- Achieved 345 new menus and **increased Woodford Reserve on-premise volume by 60%** in a previously neglected market by developing a new level of accountability with the on-premise team and distributor counterparts.

### **Retail State Manager, Florida (Chain and Independent Retail): 2015 – 2018**

- Managed 85% of the total Brown Forman Portfolio with three direct reports.
- Instituted a process for ensuring consistent and effective retail KPIs in both independent package accounts as well as chains, exceeding all sales goals and winning the Jack Daniel's territory of the Year Award.
- Challenged market managers to innovate a plan of action and expected ROI analysis regarding spending for independent versus chain accounts, **ultimately reducing chain spending by 15%.**

### **Retail State Chain Manager, Florida: 2013 – 2015**

- Managed all retail Chain business for the state of Florida, representing over 65% of the total revenue and case volume, **producing double-digit growth in depletions and revenue**, while reducing discounting by 30%.
- Spearheaded key National Accounts including Walmart, Costco, BJ's, and Sam's Clubs, Walgreens Drug Stores, Publix and Winn Dixie Grocery, and regional chains, ABC Wine and Spirit, and Total Wine and More.
- Developed strong relationships with distributor account managers and crafted a comprehensive incentive plan for achieving sales, distribution, and ad objectives; delivering on all sales targets and contributing to 60% of overall profit.

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### ***Professional Experience Continued***

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#### Brown-Forman Corporation | 2004 – Present

##### **State Manager (Syracuse, NY): 2004 – 2013**

- Increased Spirits Portfolio UNY sales 8%, JD Family sales 17%, and Developing Brands sales 21% in under two years through results-oriented distributor management.
- **Developed and coordinated the successful two-phase Alliance Program in UNY.**
- Set qualitative and quantitative goals and managed program execution; exceeding placement, display, and perfect shelf goals for the focus brands in each phase.
- Established beer distributors in UNY for the new malt-beverage formula of Jack Daniel's Country Cocktails, created a presentation to launch JDCC, and managed the distributors' introduction execution that exceeded launch projections.
- Analyzed marketplace data to identify channels, regions, and accounts that have the highest potential for volume and growth to create Target Account lists to safeguard the best possible return on investment.
- **Served as the key point of contact** for the integration of two distributors into one statewide distributor, successfully integrating both organizations and receiving the "That's the Spirt Award".

#### Pernod Ricard USA | 2002 – 2004

##### **District Manager**

- Handled on-premise and off-premise account development in upstate New York, collaborating with crucial distributor personnel to build account relations, increase market knowledge, and educate distributors on brand standards.
- Developed monthly programs and integrated Pernod Ricard's PPR system to continually reviewing program results with the distributor management team.
- Executed consumer and key account events with emphasis a strong emphasis on diversity including the Black Achievers Event, the Syracuse Irish Festival, and Rochester's Wine Brats.
- Took a hands-on approach to lead the distributors in developing strong relationships with a multicultural community in Buffalo, NY; growing Seagram's brands 44% within the community and achieving the Supplier of the Year Award.

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### ***Early Career / Distributor Experience***

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General Sales Manager (Promoted) & Wine Division Manager | Colony Liquor Distributors

Sales Supervisor | Service-Universal Liquor Distributors

Retail District Manager (Promoted) & Merchandising Manager | Heublein Incorporated

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### ***Education***

**State University of New York, Brockport, NY**

*Bachelor of Science - Business Administration*

- **Honors:** Cum Laude

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### ***Awards/Community Service***

Territory of the Year Award Jack Daniel's – Brown-Forman Corporation-2015

State award for Woodford Reserve growth– Brown-Forman Corporation-2019

Supplier of the Year Award, Seagram's – Pernod Ricard USA 2001

Habitat for Humanity -CA and Tampa-2015 and 2018

Second Harvest Food Bank-Orlando Florida-2018

UCP silent auction and fund raising for ABC Fine Wine and Spirits -2014-2018