**Holly Brodeur**

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#### Young's Market Company

Brand Development Manager Brown Forman

San Francisco, CA 415-983-0971 2018 - Present

* Achievement of On-Premise brand goals for Brown Forman
- Work with Distributor teams for Key Account sales and volume
- Distributor relationship management
- Work with Key Accounts for programming and pricing initiatives for development of BF brands.
- Quarterly Reviews with distributor executive management to establish and continue brand goals
* Team meetings to communicate programming, goals, incentives.
- Introduction of emerging brands to distributor teams and key accounts.
- Create and deliver presentations to effectively educate sales people, distributors and consumers
- Create On Premise Programming which includes:
	+ Staff training, Beverage programs, and Events

**Nielsen Company**

San Francisco, CA (415) 228-9000 2011 – 2018

Business Development/Client Manager – TDLinx and BDN

* Formulated and implemented sales initiatives and marketing strategies for business development
* Responsible for contract renewal, growth, and ensure that revenue targets are exceeded
	+ 2011-2018 Completed all renewal and quota goals
* Managed client relationships with consumer package goods and wine and spirits industry clients including:
	+ Campari, St Michelle, Beam Suntory, Treasury, Delicato, Constellation and Safeway
* Provide sales data and analytics to Beval clients using Nielsen data
* Create business development strategies for new client proposals
* Product Distribution / Distribution Gaps / Diversion analysis
* Create and present training sessions to clients and new prospects
* Project management of all TDLinx and BDN data to develop integration solutions for suppliers and distributors
* Manage data exchanges between clients and Diver, Trade Pulse, Great Vines, VIP and all reporting platforms

**Sidney Frank Importing Co**

San Francisco, CA 914-637-7300 2004 – 2011

Market Manager No Ca

* Key Account management of both on and off premise accounts in a top 5 market – N. California/San Francisco

Achievement of brand goals

* Management of 42% sales increase of Jägermeister from 2004 – 2009
* Management of sales goals and craft spirit program for Michael Collins Irish Whiskey and Corazon tequila in San Francisco
* Introduction of new wine and spirits brands including brand launches, event planning and goal achievement

Distributor relationship management

* Manage Southern Wine and Spirits distributor relationship and Northern California teams
* Manage Distributor pricing and programming with SWS Executive teams
* Quarterly Reviews with distributor executive management to establish and continue brand goals
* Weekly meetings with teams to convey consistent and updated brand marketing and manage territory budgets, programs and incentives
* Monthly meetings with DM’s to ensure goal achievement
* Create and deliver presentations to effectively educate sales people, distributors and accounts

Plan, schedule and coordinate promotions and special events to ensure effective brand marketing which include:

* Staff training on all SFIC brands
* Create drink programs for restaurants, bars, events
* Manage and merchandise key off premise accounts with shelf facings, displays and packaging
* Budget management and expenses
* Management of promotional hours, inventory, and POS

**Southern Wine and Spirits**

San Francisco, CA 415-695-3160 2002 – 2004

Sales Assistant/Analyst

* Provide outside sales representatives with product information, point of communication for outside vendors, solution solver for issues that arise with products, and administration support
* Diver report management and presentations with product information and numbers for weekly meetings or as needed
* Manage executive day to day needs including meetings, calendar, travel, and events

**Education**

**UMASS – Dartmouth – Dartmouth Ma**

**USIU – Bushey, England**