

**HIGH IMPACT SALES • MARKETING STRATEGY • RESULTS DRIVEN
PROBLEM SOLVING • DISTRIBUTOR MANAGEMENT**

David R. Woods

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After a successful career progression with Mobil Oil, I pursued my passion for wine with various business ventures, most notably the creation of Seattle Cellars, which Wine & Spirits ranked “One of the Top 100 Wine Shops in America.”

Young’s Market Company

Director of Pricing

Wine, Beer and Spirits Distributor

Phoenix, Arizona

December 2013 – Present

Structure and implement product pricing and a go-to-market strategy to meet sales and gross profit goals on 8,800 SKU’s.

- Supervise the development and execution of price structures for wine, spirits, beer and non-alcoholic products
- Reconstructed the Pricing Department, hiring and training 5 Pricing Managers and 2 Programmers
- Ensure all pricing meets the legal requirements
- Increased GP \$ by 3.44% by implementing an effective go-to-market strategy for all channels
- Manage \$2 mil + of Local Marketing Funds
- Maintain the integrity and accuracy of product information, accurate cost elements and pricing in system data base, to maximize profitability
- Identified and directed the correction of system programming errors increasing gross profit by \$830,000
- Reduced distressed inventory by \$3.0 million, 25,000 cases
- Managed inventory levels, reducing Days-On-Hand by 12 days, freeing up \$1.2 mil in available capital
- On-board new suppliers, contract negotiation, licensing
- Budgeting, sales projections, inventory management

Young’s Market Company

Portfolio Manager

Wine, Beer and Spirits Distributor

Phoenix, Arizona

March 2013 – December 2013

Responsible for the marketing of 57 suppliers, 357 brands (wine & spirits), achieving sales and gross profit goals and the acquisition of new products and strategic brand positioning.

- Restructured pricing for 357 brands
- Discontinued underperforming suppliers
- Reactivated unsold “exclusive” brands, clearing inventory
- Solicited and on-boarded new wine suppliers
- Effectively utilized marketing funds
- Accounts Receivable - current

Education

- **Sonoma State University;** Winery Finance and Accounting Certificate
- **Arizona State University;** BS, Marketing
- **Court of Master Sommeliers;** Introductory Sommelier Course
- **Mobil Oil Corporation;** Strategic Negotiation, Total Quality Management, Lease and Contracts Administration

Professional Memberships and Affiliations

- President – Mirada Homeowner's Association
- Court of Master Sommeliers – Member
- ASU - W. P. Carey School of Business Alumni – Committee Chair

Previous Professional Experience

Frank-Lin Spirits and Fine Wines
Education Management Corporation
Wanderlust Trading Company
Seattle Cellars Ltd. A Wine Merchant
Mobil Oil Corporation