# **PROFILE**

Experienced sales and business development professional within the adult beverage and CPG industry. Extensive background in customer management, business development, and sales analytics. Proven ability to develop strong relationships with key regional / local accounts and strategic distributor partners. Effective coach, team player and presenter with excellent communication skills across all levels.

# **PROFESSIONAL EXPERIENCE**

# **Off Premise Sales, Heineken USA, Manhattan Beach, CA | 11/2012 – 04/2019**

* *Oversaw all aspects of the off-premise channel business within the Metro Los Angeles territory including sales, distribution, pricing, visibility, budget management, contractor management, inventories, and monthly / annual business planning.*
* *Responsible for, called on and led the development of key accounts including Food 4 Less, Superior, 7-Eleven, Jons Market, Super King, Top Valu and Baja Ranch.*
* *Analyzed multiple data sources including Nielsen, IRI and internal data to create fact based selling stories that drove the priorities of the teams I was part of. Designed and implement volume and distribution scorecards utilized to measure monthly KPI objectives.*

# **Business Development Manager, Heineken USA, Manhattan Beach, CA | 09/2008 – 10/2012**

* *Lead analytical manager for Western Region. Advised Region and Zone teams in annual business planning by providing fact-based recommendations relating to market share, ROI, volume, distribution, pricing, and innovation opportunities.*
* *Manage overall pricing process for Western Region including regional pricing calendars, distributor margin analysis, recommendations to competitive price moves, and internal / external pricing communication.*

# **Sales Analyst, Heineken USA, Manhattan Beach, CA | 08/2007 – 08/2008**

* *Analyzed portfolio sales data through the use of Nielsen, Adview, and internal distributor data to provide fact-based recommendations relating to volume, distribution, share, and pricing.*

# **Senior Solutions Analyst, Vitech Systems Group, INC., New York, NY | 08/2006 – 07/2007**

* *Led the analysis, design and documentation of client’s business requirements relating to the development of enterprise-class software for pension and health plan administration.*

# **Retail Sales Analyst, Mattel, El Segundo, CA | 12/2005 – 07/2006**

* *Responsible for the analysis of market share, inventory, POS and general business trends. Provide pre / post promotion analytics and key insights to improve performance against business objectives.*

# **Senior Business Analyst, Hewitt Associates, Newport Beach, CA | 01/1998 – 11/2005**

* *Managed the ongoing administration of Defined Contribution and Defined Benefit Plans with 50K participants and +$400M in assets.*

# **EDUCATION**

Bachelor of Arts (BA), Economics - California State University, Long Beach | December 1993

# **TECHNICAL KNOWLEDGE**

Customer Management, Three Tier Distributor Network, Brand Development, Retail Standards, CRM, VIP, Nielsen, IRI, MS Office