**Mark Elder**

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**Sales Management**

28 years of experience in Total Alcoholic Beverage Industry in both distributor and supplier. Primarily focused on building and developing successful sales teams. Experienced in developing and implementing sales budgets, P&L, fact-based selling, and building relationships with On and Off premise customers.

**PROFESSIONAL STRENGTHS**

* National Account Management • Collaborative Buyer Relationships • People Management
* Sales Forecasting • Strategic Sales Planning • Brand Building
* Return on Sales Investment • 3-tier Sales Management • Category Management

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# INDUSTRY CAREER

### Elder Consulting

*Principal* 2017 – Present

* Primary services are providing insights into successful business solutions for route to market strategies in a multi-tiered system.
* Areas of focus include strategic sales strategies and structural design, contract negotiations, distributor management, category management, and marketing to National Accounts.
* Lead consultant on the route to market change in Oregon and Washington for Constellation Brands.

*Vice President, Wine & Spirits – Columbia Distributing- Contract Employment*2018

* Directed the build out of Wine and Spirits Divisions in Oregon and Washington for the distributor and brokerage.
* Responsible for all Sales and Marketing strategies for the Business Development Team.
* Lead contact for all Wine and Spirits suppliers and implemented all sales strategies through the multi-tier distribution system.

#### Highlights:

Responsible for $138 million in revenue.

Recognized as the best performing Constellation distributor in C Store for distribution gains.

Successfully negotiated additional four suppliers into distributor.

### Constellation Brands

*Vice President, Strategic Accounts* 2015 – 2017

* Managed all Safeway Albertsons chain sales for the U.S. for wine and spirits.
* 4 Directors reported to me, along with 8 Strategic Account Managers and 8 Category Managers across the country to manage all 14 divisions.
* Lead contact for Corporate Leadership since the merger.
* Co-Chair of Marketing team, developing new products and POS.
* Developed sales and category management strategy for all divisions and corporate engagement.

#### Highlights:

Increased profit by 5% while achieving 99% of plan. Responsible for $165 million in revenue.

Responsible for becoming the only supplier to be involved in both wine/spirits category segmentation process.

Increased distribution by 24,000 points of distribution.

*Vice President, Strategic Accounts* 2014 - 2015

* Responsible for all Western Chain Accounts including Safeway, Albertsons, Target, HEB, Whole Foods, Trader Joes, Convenience, Winco, Bevmo, and Military for wine and spirits.
* Managed the Centralized Category Management Team.
* Developed, forecasted, and managed budgets for national and regional sales/marketing programs.
* Conducted semi-annual business reviews with major market distributors.
* Total reports included 31 (3 Directors, 13 Account Managers, 13 Category Managers, 2 Analysts)
* Created and implemented retail-marketing programs (ideas, POS, monitoring).

#### Highlights:

Increased combined Feature and Display by 2% for all chains.

Successfully led 8 Top to Top engagement meetings.

Increased profit by 9% in 2014.

*Vice President, Strategic Accounts.* 2009 - 2014

* Responsible for all retail Kroger corporate account sales in the U.S. including all divisions for wine and spirits.
* Managed 10 individuals on the vertical team and was the lead contact for Kroger Senior Leadership.
* Implemented national program structure along with becoming lead supplier partner. Increased promotional share by 10%.

#### Highlights:

Achieved over 101% versus plan all 5 years while increasing profit over 11% each year.

Led the wine category management process for KAB reinvention.

Successfully collaborated with Kroger Corporate on all areas of national promotions and category management.

*Vice President, Strategic Accounts* 2006 - 2009

* Managed all National Accounts for Spirits across strategic drug, liquor, grocery, mass and club.
* Main accounts include Kroger, Safeway, Albertsons, Wal Mart, Sam’s, Walgreens, Costco, CVS, Target, Total Wine & More, Hy Vee, Delhaize, Publix, Rite Aid, Hy Vee, Meijer.

#### Highlights:

Achieved over 102% of depletion plan in each fiscal.

Increased distribution of SVEDKA by 200% in 2 years in combined accounts.

*Director, Strategic Accounts* 2005 - 2006

* Managed Albertson’s sales and category management team.
* Led strategic development initiative for beer, wine, and spirits.

#### Highlights:

Achieved 98% of depletion plan while increasing distribution by 3%.

### Information Resources, Inc.

*Vice President, Retail Client Services* 2004 – 2005

* Directed the 13 member IRI team support for Albertsons.
* Led the ACBP process for category management for all consumer goods.

#### Highlights:

Successfully designed a software interface for Albertsons category managers that was introduced in Nov 2004.

 Increased the overall revenue share fund by 10% to over $35mm.

### E & J Gallo Winery

*Director, Trade Development* 2002 – 2004

* Led the sales team for all Safeway Divisions.
* Involved in all SCOP processes as Safeway centralized.

#### Highlights:

Achieved 103% of depletion goal.

*Director, Trade Development – Valley Wine Company* 1999 – 2002

* Led the chain account team for Oregon and Southwest Washington.

*National Account Manager*

* Managed sales and category management for the Safeway Portland Division. Increased sales by 12%.

*Division Manager – Glazer Wholesale* 1993 – 1999

* Successfully managed the liquor, independent, and convenience division while also serving as the lead for all chain liquor accounts.

*Senior Chain Manager – Dallas, Texas*

*Chain Manager – Houston, Texas*

*Category Manager – Houston, Texas*

*District Sales Manager – Houston, Texas*

*District Manager – Quality Beverage* 1991 – 1993

*Sales Representative – Houston, Texas*

*Merchandiser – Houston, Texas*

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# PROFESSIONAL TRAINING

### Executive Development Program – Harvard University – 2014

### Managing Effective Salespeople – 2012

### CPSA certified – 2011

### Salesforce Effectiveness and Efficiency Program – 2010

### Finance for Sales - 2009

### Sales Leadership Training – 2008

### Category Management Training - 2005

### E&J Gallo Sales Management Training- 2003

### Field Sales Management Training – 2002

### Category Management Trained in EYC, RSI, Market 6, IRI, Apollo, Nielsen, Xlerate, Dunnhumby, Microstrategies, Space Planning, Intercept, Spaceman, System 2000

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# EDUCATION

### University of Texas at Austin: Bachelor of Business Administration

### Major: Marketing

### REFERENCES PROVIDED UPON REQUEST