

**Joe McCurnin**

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**PROFESSIONAL PROFILE**

A results-oriented senior operations and sales generalist with General Management and Regional Supplier management experience. Demonstrated ability to manage the P&L and deliver sustained sales growth within financial targets. Strengths include strong leadership, team building, problem solving, effective communication and a track record of success.

**AREAS OF EXPERTISE**

* People Management ● Inventory Management
* Personnel Development ● Business Practice Consulting
* KPI Development ● Cross Functional team leadership
* Distributor Sales & Operations ● Change Management
* Sales Management ● Communications-Excellent

**EDUCATION**

BS Marketing Management St Peter’s University, Jersey City, New Jersey

**WORK HISTORY**

Oak Distributing

**General Sales Manager (Metro NY)** 2018-2019

Managed Sales organization of ninety-five sales personnel with eight direct reports covering the New York Metro footprint of (12) counties. Managed and collaborated with supplier reps, regional directors and senior management for Pabst, Yuengling, Guinness and Boston Beer; along with interaction with 40+ suppliers representing beverage, spirits and wine suppliers.

Phusion Projects

**Region Manager (Northeast)** 2015-2018

Manage Northeast distributor network along with six field sales direct reports in twelve states. Grew Northeast volume + 15% and exceeded both Revenue and Sales targets for two consecutive years. Managed Northeast budget to plan and grew chain volume and distribution business by 18% and 27% respectively.

United Brands Co.

**Division Manager (Northeast)** 2014-2015

Managed Northeast distributor sales management network; along with field sales direct reports. Responsible for opening multiple states in organizing and implementing crew drives, kick-off meeting’s and re-launches within the network to drive incremental sales. Conducted distributor sales meetings and built and delivered Distributor Annual Business Plans with Senior Management focused on tactical programming and volume and distribution targets.

Kristen Distributing Co. 2010-2013

**General Manager (Elizabeth, NJ)**

Recruited to manage the largest Heineken distributor in the state of New Jersey. Responsible for overseeing sales and operations with day to day management of inventory and pricing. Facilitated development of key strategic brand plans to drive incremental sales during the peak summer selling season. Focused on wine portfolio via sales training and delivering on distribution targets. **Company sold in December 2012.**

Jersey Eagle Sales 2008-2010

**General Manager (Jersey City, NJ)**

Managed the largest Anheuser-Busch distributor in the state of New Jersey with $ 40 million in Sales with P&L responsibility along with coaching and counseling (5) direct reports and (100) indirect employees in a union environment. Acted as a change agent for the Operations and Sales segments that delivered improved KPI’s and a significant sales trend improvement that led the state and region in overall Sales performance. **Company sold to ABI in October 2010.**

Coors Brewing Company, Golden, CO

1993 - 2007

**Business Development Director (Edison, NJ)-East Region** 2005 – 2007

Team leader managing field sales in driving retail sales, distributor execution, share growth, and new item introductions. Collaborated with General Managers to capitalize on retail opportunities. Field liaison with Corporate for wholesaler performance and contractual execution. Managed the rollout of the Go To Market tool assessing wholesalers structure, staffing, selling systems and compensation models. Coordinated compliance to the distributor agreement in sales performance, quality control and financial coverage functions.

**Field Operations Director- (Edison, NJ)-East Region** 2000 – 2005

Managed Northeast customer service group with responsibility for direct support to 130 independent distributors representing (80) million cases of product. Controlled the product supply flow via three strategic distribution centers and key contact for two source breweries. Managed inventory and forecasting functions with corporate and distributor network. Facilitated and executed consolidation plans in conjunction with corporate wholesaler development. Managed distributor performance deficiency process. Liaison with corporate for distributor and field sales training in the areas of sales management, inventory management and store level data training.

**District Business Manager – State of New Jersey (Edison, NJ)-East Region** 1998 – 2000

Managed retail execution for the fifth largest state in the network consisting of five multi-branded distributors with a retail account base of 25,000 accounts and 12 major buying groups. Coached and counseled three field sales managers, two on-premise sales managers, one retail account executive and mentored one sales professional. Managed $ 1.3 million tactical budget comprised of retail programming, distributor incentives, dealer enhancers and on-premise tactics. Responsible for managing and delivering on a $ 1.3 million price promotion budget.

**Distributor Development Manager (Edison, NJ)-East Region** 1995 – 1998

Managed tactical budgets and programming and conducted one on one business planning sessions for the distributor network of (16) distributors in New York and New England. Allocated and managed $ 1.7 million point of sale budget for the field business unit.

**Retail Account Manager (Metro New York)** 1993 – 1995

Directed retail activities to support on and off distribution with key impact accounts in the New York metro marketplace. Led distributor sales force via weekly work-withs and sales presentations.