

Christopher Mitchell

Midlothian, Virginia – 804-814-1754 – Mitchellfamily68@gmail.com

Proven executive with exemplary 25 year career of advancement generating revenue and profit growth in both successful and struggling businesses. Dynamic career spans general management, purchasing, supply chain, category management, strategic planning, marketing, brand management and field sales. A creative inspirational leader known for integrity, results, and ability to develop productive long-term relationships with customers, business partners and employees. A self-motivated strategic thinker with the ability to analyze situations, weigh conflicting options, and make critical decisions. *Core competencies include:*

- | | | |
|--------------------------------------|---------------------------------|--------------------------------|
| • Business Development & Expansion | • Organizational Leadership | • Brand Planning & Positioning |
| • Multi-channel Product Distribution | • Approachable Leadership Style | • Sales & Margin Expansion |
| • P&L Management | • Team Development | • Chain Purchasing Specialist |
-

Professional Experience

Winebow- Glen Allen Virginia -Importer and Distributor

Over \$700MM in total revenue across 22 markets

Reported into CEO

Had 8 direct reports and 40 second tier reports

Senior Vice President – Portfolio Management

Date (Feb 2016 – May 2019)

- | Led the establishment of protocols, unified metrics and KPI's across all 22 markets through 6 sales/portfolio regions
- | Created and led craft spirits department resulting in \$28MM in revenue by year 2
- | Worked directly with CEO and EVP's of sales to establish sales and profit budgets for the company leading to revenue growth every year
- | Established national relationships with Paul Hobbs, Duckhorn, Laurent Perrier and Rombauer among others
- | Led negotiations to bring Negociants USA, Borsao, Volver and Lapostolle into Winebow Imports Portfolio
- | Expanded margins by 35 bips while expanding into lower margin chain customers
- | Led transformation of purchasing department with new leadership, culture and systems, maintaining similar overall inventory levels while adding The Henry Wine Group and a new import division

Vice President - Supplier Relations (Aug 2012 – Feb 2016)

- | Led company portfolio and compliance teams through 7 company acquisitions
- | Decreased inventory 10%, and expanded sales 10%, while keeping Gross Margins over 30%

The Fresh Market- Greensboro, NC -retail chain
Over \$900MM in total revenue across 100 stores in 38 markets
Reported into VP of Non-Perishable Department
Had 3 direct reports

Director of Wine, Beer and Spirits (2010– 2012)

- | Turned around a failing department from regular 25% YoY declines to plus 5% growth year one and 10% by end of year two
- | Delivered growth year one in sales volume, revenue, and profit for the first time in 5 years
- | Created and implemented national strategic partnerships with RNDC, Constellation, Coppola, Wagner Family Estates among others
- | Introduced reporting KPI's and metrics across all applicable stores
- | Conducted training seminars for all new managers
- | Created and led department resets across 28 of the stores

Total Wine and More- Potomac, MD -retail chain
\$800MM in total revenue across 78 stores in 17 markets
Reported into VP of Wine Purchasing and Robert Trone
Had 3 direct reports

Senior Category Manager (2000 – 2010)

- | Managed P&L and led domestic category team; responsible for over \$500MM in sales
- | Managed Inventory levels, Supply Chain and Purchasing for entire domestic category
- | Helped create the French portfolio as well as domestic (CA, OR & WA) category, managing to organic double-digit growth each year nationally
- | Established 'Premium Selection' category, engaging non-control label partners for the first time, resulting in incremental revenue of \$30MM year one; \$75MM year two.
- | Helped design supply chain model, including procedures and processes for national distribution footprint
- | Created and implemented quality control procedures across expanding 'Winery Direct' portfolio as company growth exploded

Republic National Distributing- Richmond, VA -distributor

Fine Wine Manager

- | Details available upon request

Education

RICHMOND, VA
Masters Business Administration cum laude
Virginia Commonwealth University

NORTH ADAMS, MA
B.S. History/ Political Science cum laude
MA College of Liberal Arts