



ABOUT ME

Accomplished sales and marketing professional looking to obtain a leadership position where I can effectively utilize my skills building diverse teams with a legacy of incremental growth, exceeding sales and marketing expectations, and leveraging internal and external client relationships within a dynamic environment to help achieve company goals.

BRYAN E. HANSEN

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 808 . 227 . 1869

 bryanehansen

 Orange County, CA

PROFESSIONAL SKILLS

- Distributor Management
- Sales Analytics
- Presentations
- Business Consulting
- Event Planning & Logistic
- Communication
- Negotiation
- Training & Development
- Microsoft Office Applications

AWARDS & RECOGNITION

- Champions Club Award Winner (11 years)
- Sales Team of the Year 2015
- Market of the Year 2015
- Beating the Competition Award 2013
- Entrepreneurial Spirit Award 2010
- On-Premise Sales Rep of the Year 2008

UNIVERSITY OF WASHINGTON

2002 | Bachelor of Interdisciplinary Arts and Sciences

NATIONAL HONOR SOCIETY
Phi Sigma Theta

BEAM SUNTORY

SENIOR CHAIN MERCHANDISING MANAGER, Southern California | 09/18 – 06/19

Planned, tracked and managed the off-premise merchandising business in the largest US Chain market totalling \$68 million in annual net sales: +767,000 cases with a 12 month +3.2% net sales growth and +6.3% gross profit increase

Collaborated with and presented plans to 26 Southern Glazers distributor teams including 172 sales representatives across 4 divisions while ensuring achievement of key performance indicators and sales goals

Created and executed a modernized route to market with defined pillars of success and specific display standards which resulted in early goal completion and a 30% increase in both units per and quantity of displays

Designed and executed recurring monthly market surveys of 230+ accounts to measure and increase performance versus the competition resulting in Beam Suntory as being the #1 Supplier in chain accounts including Albertsons/Vons/Pavilions, Ralphs, CVS, Walgreens, Smart & Final, Target, Walmart, BevMo, etc.

ON-PREMISE CHANNEL MANAGER, Southern California | 03/14 – 09/18

Managed the on-premise channel of over 6,800 accounts including General Market, National Accounts, Hotels, Artisanal, and Inside Sales divisions totaling \$24 million in annual net sales: +300,000 cases and a 3-year CAGR of +8.3% net sales and +11.4% gross profit resulting in being the #1 top tier market in the US

Supervised a \$3.8M interdepartmental budget inclusive of \$2.4M Brand Investment, \$800k Local Market Funding, \$400k Pricing, and \$150k Operating Expenditure in collaboration with a Southern Glazers' team of 245 employees across 5 Southern California regions

Developed and supervised the Project EDGE Initiative (Every Day Great Experiences) through hiring and developing Key Account Managers across California to service the top 10% influential on-premise customers

Supervised an internal team of 15 consisting of 4 Territory Managers, 8 Key Account Managers, and 3 Ambassadors with a focus on internal talent development resulting in the promotion of three direct reports to senior roles

Produced, proposed, and negotiated key account partnership programming with groups including but not limited to 213 Group, Houston Brothers, LA Dodgers, H.wood, The Abbey, Staples Center, Verant Group, LA Galaxy, Banc of California Stadium with the LAFC, Real Mex Restaurants, Hakkasan, Levy Restaurants, etc.

STATE MANAGER, Hawaii - Beam Suntory/Beam Inc | 03/12 – 03/14

Directed all channels of sales, marketing, category management, commercial operations, and procurement for the state of Hawaii delivering \$8M in Net Sales: +83,000 cases with a 2-year CAGR of +4.5% net sales growth and +7.4% gross profit increase

Oversaw an annual \$580k budget of \$80k Brand Investment, \$300k Local Market Funding, \$100k Pricing, and \$100k Operating Expenditure to deliver net sales growth, gross profit increase, and key performance indicator goals while converting an inherited \$320,000 budget deficit to a balanced budget

Partnered with 175 Southern Wine and Spirits employees across Hawaii to present localized brand plans, allocate promotions, design large scale trade and consumer events, coordinate new item introductions, and procure sales materials

Secured, negotiated, and monitored key account partnership programming with groups such as Tamuras, Fujiokas, Foodland, ABC Stores, Pint and Jigger, Tikis, MW, Roy's, The Pig and the Lady, Town, etc.

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BEAM SUNTORY (CONTINUED)

OFF-PREMISE TERRITORY MANAGER, Colorado - Future Brands/Beam Global Spirits | 04/09 – 03/12

Managed off-premise channel business of +28M in net sales (+330,000 cases) with Southern Wine and Spirits while leading the Western division in the over delivery of volume, distribution, net sales, and gross profit targets for the state of Colorado

Developed and planned quarterly advertisements, coupons, rebate programming and gift set requirements while developing and maintaining close positive retailer relations with top accounts such as Applejack, Argonaut, Superior, Bubbles, Topsy's, Davidsons, Daveco, etc.

Collaborated with distributor executives to focus quotas on strategic priorities, write sales team incentives, analyze market trends, share competitive intelligence, identify opportunities, and create plans to close gaps to performance goals

Developed and executed a marketing program that deployed teams of 'Elite Category Experts' to hand sell in top accounts during the most impactful retail sales weeks, influencing consumer decisions at the point of purchase

ON-PREMISE TERRITORY MANAGER, Colorado - Future Brands LLC | 11/06 – 04/09

Managed all facets of the on-premise channel in Colorado working closely with Southern Wine and Spirits to achieve quarterly and annual sales target of \$8 million (+100,000 cases)

Directed ongoing meetings with distributor leadership to share progress, explain new initiatives, and analyze key opportunities to drive on-premise volume through sales incentive-based programs while achieving key performance indicator goals

Established 'ABSOLUT Perfection' Program featuring distributor incentives, quantity pricing discounts, and increased promotions to grow well, back-bar, and specialty cocktail placements that resulted in +27% growth of ABSOLUT in 2007

Led the negotiation, execution, and monitoring of key account programming and localized national celebrity partnerships to increase sales volume, trade enthusiasm, and consumer brand impressions for organizations such as The Denver Broncos, The Democratic National Convention, Red Rocks Amphitheatre, Mayor John Hickenlooper's 'Denver's Road Home', The Fillmore Auditorium, Denver PrideFest, etc.

SOUTHERN WINE AND SPIRITS

FIELD MARKETING MANAGER, Colorado - Future Brands LLC | 10/04 – 11/06

Directed more than 1,000 marketing promotions, sponsorships, and sampling events across the state of Colorado engaging influential accounts such as The X-Games, Birds of Prey World Cup, Pikes Peak or Bust Rodeo, National Western Stock Show, Steamboat Winter Carnival, Aspen Food and Wine, Denver Cinco De Mayo Festival, Cherry Creek Arts Festival, Gravity Games, Indy Car Series at Pike Peak International Speedway, etc.

Collaborated with 20 high profile accounts to spotlight the Jim Beam brand family & FHM Magazine presents 'Jim Beam Great American Bars' resulting in +1,200 new placements and +2,350 new cases sold

GMR MARKETING

FIELD MARKETING MANAGER, Jim Beam Brands Company | 09/00 – 10/04

Managed and executed the Jim Beam Family Experience, Knob Creek Fred Noe Tour, DeKuyper Pucker Endless Summer, and VOX Vodka Art of the Bottle events in Seattle, Baltimore, Washington DC, Boston, and Denver

Led all GMR Promotional Managers in sales volume with the highest return on investment across all markets by functioning as a brand consultant to increase the volume, profitability, and consumer awareness of our brands in strategic accounts