

# Robert J. Gore WSET II, CSW

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*Goal-driven beverage sales leader with 20+ successful years in the wine & spirits industry*

Accomplished professional within all facets of the wine and spirits industry-locally, regionally and nationally-meeting and exceeding goals and quotas for budget requirements. Based in the Southeastern US, supporting SC, NC, GA, VA, DC, FL and TN. Successful in each channel: on premise-working with national and local accounts to execute programming, off premise-success with traditional grocery, (Harris Teeter, Food Lion, Wegman's, Publix), alternative grocery, (Whole Foods, Lucky's, Earth Fare, Cost Plus World Market, Fresh Market), and wholesale market, (Costco, Sam's Club, BJ's). Successful with buyer calls, presentations, programming, category management and support. Strategic execution of sales/marketing, programming, analytical skills for pricing, and distributor management. Market level driven with the foresight of each market and trends. Experience with analytical tools within each distributor network: MicroStrategy, Diver, Trade-Pulse, etc. Focus on chain management-national sales down to street level. Excellent leadership, communication, organizational, analytical, customer service, and people-development skills.

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## CAREER HIGHLIGHTS

### **Bronco Wine Company (CA) NC/SC Regional Manager – Carolinas**

2016-current

Responsible for region sales efforts in NC/SC while providing support in other states as needed. Focused on distributor maintenance - pricing, programming, execution. Maintain distributor partner relationships at team level: 20 distributors, key account calls, all channels, team training and new item distribution. Collateral duties include – calling on chain buyers regionally, nationally - programming presentation, negotiations and execution on each level - working with each distributor team for proper product placement with proper analysis.

### **Oakridge Winery (Lodi CA) SC/VA/NC Mid-Atlantic Regional Manager**

2013-2015

Responsible for maintaining Distributor partnership, (pricing, budgets, programs), working with seven distributors in three states. Maintained working relationship with distributor teams while working independently in all markets to call on accounts in each state. Responsible for local, regional and national buyer presentations for Oak Ridge Brands. Worked to support all Oak Ridge teams nationwide as needed, on premise and off. Focused on independent accounts in each market/state to build brands. Executed each corporate program for compliance and authorization. Supported distributors with analytical and brand-building information. Main focus to support "street" tradecraft in each market for real time execution and analysis for on/off premise and independent accounts.

### **Republic National Distributing Company Charleston SC Business Development Manager**

2005-2013

Responsible for retail chains state wide for wine and spirits. Additionally, responsible for sales programming, presentations, execution and building/maintaining relationships with Retail Chain personnel (local, regional and national). Duties also included working with RNDC National Account Managers on regional sales programming. Collateral duties – support/coaching sales force in the field,

inventory depletion/ordering analysis, supplier support on every level, IRI/NIS analysis and dissemination and category/planogram needs.

**Chavon Distributing/New World Wines Charleston SC**

2003-2005

**Partner**

Responsible for sales management, brand management, and operations/logistics for the state of South Carolina. Oversaw research and placement of new products from suppliers/importers. Worked with sales force and clients to focus on new product distribution in various market types, (on premise, retail, and big box). Also helped to establish new territories and hiring/training new sales representatives. Oversaw office, fiscal management, order pulls, purchase orders, inventory control/management, and logistical direction of customer receiving/deliveries throughout the state.

**Millennium Beverage Company Raleigh NC**

2001-2003

**Sales/Marketing Consultant**

Established new territories to the NC market. Recruited new suppliers.

**Ben Arnold-Sunbelt Beverage Company Charleston SC**

1997-2001

**On and Off Premise Representative**

Responsible for wine sales route spanning four large markets in the Coastal Charleston area. Route consisted of thirteen high traffic accounts. Responsible for sales presentations, new distribution, and shelf schematics. Started in the Operations Division, handling daily warehouse duties including inventory control and rotation, driver scheduling and check-ins, processing invoices and payments, and point of sale for coastal South Carolina.

**ADDITIONAL SALES EXPERIENCE**

**Rogers and Brown Inc. Export Account Representative Charleston SC**

1995-1997

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**EDUCATION**

**WSET II in Wine and Spirits**

**The University of South Carolina Columbia SC**

Political Science Major, International Business Studies

**United States Coast Guard and United States Coast Guard Reserve Cape May & Atlantic City NJ,**

Governor's Island NY, Indianapolis IN, Norfolk VA

Search and Rescue, Law Enforcement, Photo Journalist

Alex Haley Journalist of the Year Award, Coast Guard Commandant's Medal of Bravery.

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