Stephen J. Montano

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## Career History

25+ years of progressively more responsible supplier and distributor experience in beverage sales, marketing, distributor development and general management. Expertise includes strong general management, sales and marketing management, business analysis and planning, distributor consulting/partnering, strategic pricing and leadership.

**PROFESSIONAL Yee-Haw Brewing Company**

**EXPERIENCE: Vice-President – Sales and Marketing: July 2018 - Present**

 **Job Description**

* Responsible for directing all sales and marketing functions for 3-year old brewery and achieving revenue and profit targets. This includes direct involvement on senior management team overseeing brewery operations, 3 tap rooms and all wholesaler activities.
* Directly manage team of 8 direct reports including sales director, chain account manager, marketing associate and 5 area managers and sales representatives. Performance management system developed and activated

**Accomplishments**

* Increased volume trend from +15.4% in first half of 2018 to +28.1% in second half after joining team.
* Reviewed all sales and marketing costs and made necessary cuts to less efficient spending areas while focusing the team’s efforts against high value activities
* Developed first formal planning and budgeting process for 2019 while collaborating with all stakeholders

 **Warsteiner Importers Agency**

 **Vice-President – Sales: July 2014 – June 2018**

**Job Description**

* Senior US-based position of wholly-owned subsidiary reporting to General Manager - International (Germany)
* Directly manage all aspects of sales for the entire United States territory to achieve sales, share, profit and KPI targets according to the annual plan
* Lead sales team including 15 direct reports; 11 Region Manager, 3 National Account Directors and 1 Sales Operations Manager to work through network of 150 independent distributors and key chain customers
* Develop annual business plan including sales and profit targets, strategic sales objectives and budgets - present to Board of Directors in Germany for approval

**Accomplishments**

* Outperformed German category by 4.6% in volume for full year 2017
* Received “exceeds” performance rating for 2015 and 2016 (top 10% of employees companywide)
* Achieved 4 out of 5 key imperatives for 2015 and 2016; 3 of 5 in 2017
* Exceeded profit targets by 15.5% in 2015 through sales and mix improvements while eliminating unnecessary spending. Met profit targets in 2016 and 2017
* Implemented performance management system to improve productivity and results for each sales position in the company (including direct reports and 11 region sales managers)

**Vice-President – Sales East Division: November 2013 – July 2014**

**Job Description**

* Lead East Division (20 states) sales team consisting of 5 Region Managers while indirectly channeling chain account efforts of two National Account Directors
* Responsible for delivering sales, share, profit, pricing and KPI targets

**Accomplishments**

* Quickly gained knowledge of sales team, key geographies and wholesalers to drive +3.5% sales growth vs a category that was -2.9% (German imports)
* Conducted division meetings, attended 22 distributor planning meetings and effectively represented the East Division to senior management from Germany – gained confidence of system
* High level of performance was recognized with promotion to VP-Sales US after 8 months in position

 **Holston Distributing Company (Anheuser-Busch/Multi-Brand) - Johnson City, Tennessee**

 **General Manager: May 2003 – November 2013**

 **Job Description**

* Directly manage all aspects of daily operation for multi-brand wholesaler (including Anheuser-Busch)
* Maintain high level of engagement with each department to drive focus, execution and accountability (70 employees)
* Manage other businesses for Holston Companies including Warehouse Central commercial warehouse & public bonded warehouse and Records Storage and Management Central documents business.

**Accomplishments**

* Successfully transformed company from being an exclusive Anheuser-Busch operation to a beverage distributor of more than 30 suppliers
* Lead company to two Ambassadors of Excellence awards since the reintroduction of the program in 2011
* Regularly met/exceeded supplier expectations with regard to planning, management, execution and standards (relationship with all suppliers is exemplary)
* Implemented detailed performance tracking system for each operating department with cascading goals and the support of the newly created position of Sales Execution Coordinator

 **Miller Brewing Company, Great Lakes Market Area- Chicago, Illinois**

 **Unit Sales Manager: January 2002 – May 2003**

**Job Description**

* Managed distributor sales division responsible for over $350 million in wholesale beer sales in the Chicago area (8 direct reports).
* Major responsibilities included annual and monthly planning, incentive and retail program development, performance analysis and improvement decisions, pricing recommendations, selling culture reinforcement, budget management, coaching and leading the sales team to attain retail execution standards and business performance goals.

 **Sales Operations Manager (Illinois/ Michigan): January 2000 – January 2002**

**Job Description**

* Managed and led five direct reports including the market area financial analyst, sales pricing analyst, distributor sales coordinator, and two sales administrators/ office managers.
* Internal support responsibilities included taking a leadership role in strategic planning, pricing strategy, budget and P & L management, sourcing corporate resources, performance tracking and sales administration
* Distributor support responsibilities included forecasting and ordering, technology utilization, data collection and reporting, business process/ application training, and regional meetings

### Business Development Manager (Colorado/ Utah): March 1995 – December 1999

**Job Description**

* Developed key distributors to a higher level of market performance, equity, and business acumen
* Participated in the Southwest Market Area management team and development/execution of business plan

 **Sales & Merchandising Manager (Southwest): April 1994 – March 1995**

**Job Description**

* Led and developed a sales team of sales and merchandising personnel charged with improving the sales and merchandising performance of distributorships within the Arizona, New Mexico and Colorado.
* Developed retail benchmarking tools, conducted field surveys, and reviewed progress.

#### Consolidated Beverage Distributors (Miller/Multi-Brand) - Tustin, California

### Sales Manager: October 1991 – April 1994

##### Anheuser-Busch, Inc Wholesale Operation Division- Riverside, California

### Marketing Services Manager: September 1989 – October 1991

### Territory Sales Manager: February 1988 – September 1989

### National Accounts Manager: February 1987 – February 1988

**EDUCATION:** **California State University, San Bernardino California State Polytechnic University, Pomona**

 San Bernardino, California Pomona, California

 Degree: Masters of Business Administration Degree: Bachelor of Science in Business Administration

 Concentration: Marketing Major: Management/ Human Resources

 **Outstanding Graduating Senior of the School of Business**