

KAREN DEMPSEY

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Summary

Results oriented sales manager with 15 years experience spanning the Consumer Product Goods and Adult Beverage Alcohol industries. Expertise includes consultative selling, business development, high level negotiations and account management. Proven ability to build and leverage strong relationships with C-level executives and key decision makers to drive growth while exceeding territory quota and delivering against annual profit plan. Team player focused on brand development through building account equity, driving strategic direction and priorities with distributor teams, and exceptional execution of national and local marketing initiatives.

Skills

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| <ul style="list-style-type: none">• Sales territory management• High-volume account management• Excellent communication skills• Relationship building• Brand development | <ul style="list-style-type: none">• Sales analysis and forecasting• Customer relationship management• Business development• Key account generation• Excellent negotiating tactics |
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Experience

KELLER WILLIAMS

December 2017 to Current

REAL ESTATE PARTNER

Palm Harbor, FL

- Negotiate, facilitate and manage real estate transactions.
- Promote property sales through advertisements, open houses and participation in multiple listing services.
- Maintain a large client base by utilizing CRM software to track and engage leads and referrals.

ACCOMPLISHMENTS:

- Completed 12 transactions between buyers and sellers over 12-month period, resulting in 2M in sales volume.
- On track to attain goal of 24 transactions and 4M in sales in 2019.

LASER SPINE INSTITUTE

February 2015 to August 2017

SALES CONSULTANT

Tampa, FL

- Built patient relationships through setting proper expectations while demonstrating the highest levels of care, integrity and empathy.
- Coordinated with physicians to determine patient's potential candidacy for surgery.
- Educated patients on procedure benefits influencing them to choose Laser Spine Institutes procedures over competition.

ACCOMPLISHMENTS:

- Increased lead intake by 30% month over month resulting in higher conversion rates of surgical candidates.
- Exceeded team surgical sales goals by 200% December through March 2017, achieving daily average of 65 calls per day.

PROCTER & GAMBLE
AREA MANAGER
Tampa, FL

May 2011 to January 2015

- Called on 50% of FL Markets Independent Pet Specialty while focused on brand development, planning, selling, advertising, budgets and promotional programs.
- Secured long-term accounts, managed sales presentations and provided recommendations to promote brand effectiveness and product benefits.
- Developed joint business plans with both regional chain and independent key accounts that produced 80% of volume.
- Conducted sales training for distributor representatives and retailers.
- Managed and scheduled team of 3 brand ambassadors for promotions.

ACCOMPLISHMENTS:

- Exceeded distribution targets in 60-day period on line extension products for top 50 accounts.
- Secured partnerships with influencers such as Tampa Bay Rays, Tampa Bay Humane Society and New Barker Magazine to further advertising, visibility and promote trial.

WILLIAM GRANT & SONS
DISTRICT SALES MANAGER
Hoboken, NJ

May 2008 to December 2010

- Managed portfolio with distributor and created incentive programs and pricing plans to achieve distribution and sales objectives.
- Created promotional sell sheets distributed to wholesaler team to support retail activity and promote RIP deals.
- Developed new product presentations and conducted business reviews with distributor management.
- Generated new accounts by developing relationships with key decision makers in restaurants, bars, private clubs and hotels while increasing territory sales and profitability through existing account development.

ACCOMPLISHMENTS:

- Consistently hit distribution targets in all 75 Key accounts for new brands and line extensions.
- Created strategic brand building events with Big Brothers, Big Sisters Casino Night, NJ Hall of Fame, Stepping Out Magazine and Far Hills Race meeting to expand product portfolio placement and visibility.
- Produced launch event for Stoli Gala Applik and gained 45 points of distribution in first 30 days.
- Secured placements and replaced competitor portfolios at Ritz Carlton and Epcot Food and Wine Festival.

PERNOD RICARD
DISTRICT SALES MANAGER
Hoboken, NJ

March 2006 to May 2008

- Managed luxury brand portfolio in 150 on premise accounts and \$18 million in sales for region.
- Handled on premise development and depletion growth through distributor partner on target brands, accounts sold, new item distribution and promotion services for NJ.
- Performed sales analysis and forecasting for market.
- Monitored retail performance by performing field audits.

ACCOMPLISHMENTS:

- Increased sales volume in 3 major channels: Casinos +41%, National Accounts +38% and Seasonal accounts +27%.
- Launched line extensions on premise in high visibility accounts securing over 1,000 points of distribution in 90 days with partner distributor, including overseeing execution of 300+ promotions in key accounts.
- Converted regional chain menu to feature entire portfolio and exclusivity on cordial line resulting in 1,250 incremental cases annually.

CONSTELLATION BRANDS
AREA SALES MANAGER

May 2005 to March 2006

Hoboken, NJ

- Developed entire new territory in NJ and CT markets, while overseeing distributor execution and coordinating program implementation with regional account offices.
- Ensured program alignment around focus markets and key accounts.
- Built brand equity by educating and consulting with key owners and influencers.

ACCOMPLISHMENTS:

- Created and executed plans, events and samplings resulting in increased product distribution from 13% to 40% in 9-month period.
- Secured largest new seasonal on-premise account delivering 62 incremental cases year one.

DIAGEO/SCHIEFFELIN & SOMERSET
REGION SALES SUPPORT

April 1999 to December 2004

Hoboken, NJ

- Supported Mid-Atlantic division by providing strategic information and monthly analysis to management in order to deliver \$96 million profit.
- Developed innovative programs and presentations in conjunction with marketing to spotlight premium portfolio in high-end markets.
- Controlled division overhead, budgets and media planning.

ACCOMPLISHMENTS:

- Planned and executed large scale events for programs such as Hennessy 2M Case Celebration and Tanqueray Soul Suite.
- Awarded #1 team in the Washington DC Moet blitz for new mark and menu placements.
- Negotiated sponsorships to increase brand awareness such as Party with a Purpose, Moet Fabulous Affairs and Asbury Has a Heart.

Education

Windows on The World Wine Course

Montclair State University

Bachelor of Arts: Political Science and Business Administration

Montclair, NJ