RICK PINTER

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NORTHEAST SALES DIRECTOR – KEY ACCOUNT MANAGER

Business Development – Key Account Sales Director building strong dedicated customer relationships . Improve on efficiency and revenue generation while developing and managing a short and long term plan to achieve volume and revenue goals. Navigate the challenges and steps of a bigger plan with ease and confidence. Examine every angle of a situation while continuing to move forward to accomplishing goals. Clear and concise communicator in all aspects of sales and operations.

STRATEGIC PLANNING PROBLEM SOLVING RELATIONSHIP BUILDING

BUSINESS DEVELOPMENT ACCOUNT MANAGEMENT NEGOTIATING SKILLS

LEADERSHIP / MENTORING COST CONTAINMENT ORGANIZED LIASON

PROFESSIONAL EXPERIENCE

NORTHEAST SALES DIRECTOR- KEY ACCOUNT SALES MANAGER SEPT 2012 – PRESENT

Crossroads Beverage is a family owned Bottled Water Manufacturer servicing retailers and wholesalers in the northeast since 2012.

* Helped build startup business from a zero customer and volume base to over 30 million cases of water shipped in 2017.
* Responsible for the brand development of over 25 customers in the grocery, drug, mass and wholesale distribution segments of the trade.
* Managed private label bottled water products beginning with the Label and packaging development process, thru the forecasting process and location delivery.
* Negotiated pricing and additional promotional programs to increase shipments at the wholesale and retail level.
* Co-ordinate and communicate with raw materials coordinator on forecasting needs on a monthly, quarterly and yearly basis.
* Continued and consistent communication with Logistics team on daily / weekly schedule of delivered orders.
* Involvement with training of new sales personnel on company policies, sales techniques and product information.
* Planned, developed and implemented marketing strategies of new product lines including Alkaline and Electrolyte water enhanced products
* Present retailer relationships with : Wakefern, Wegmans, Foodtown , Supervalu, Save a Lot and Ahold, in addition to regional retailers.
* Relationships with On Premise / Institutional Accounts such as Casinos , hotels and resorts.
* Supervised and managed Broker Involvement with Advantage Waypoint, Daymon Worldwide and MMI in addition to other smaller independent brokers.
* Collaborate with Wholesale Distributors such as Core- Mark, Topco and C&S.

Face and contact individual for the organization.

CANADA DRY BOTTLING COMPANY OF NEW YORK 1986 – 2012

COORS DISTRIBUTING COMPANY OF NEW YORK 1990- 1998

Held various positions with this Soft Drink / independent Beer Distributor in the metro New York area.

Positions included:

District Sales Manager General Sales Manager Marketing Sales Analyst

Key Account Manager Training Manager Regional Vending Manager

Special Events Coordinator New Age Brand Director Sales Trainer

Highlights Included:

Introduced Coors Beer to the New York Marketplace

Route Development, Brand Introduction, Shelf Planogram Development, Route Driver and Market Manager Training, Category and Brand Strategic Development

EDUCATION

BS Business Management, Ramapo College

BA Communication arts, Ramapo College