

Jaron Benjamin Friedman

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QUALIFICATION SUMMARY

15+ years sales experience for major Beverage and CPG companies - composed of 8 years in the alcohol beverage industry leading a category which included managing analysts, and 2 years in the Confections space orchestrating all sales and marketing activities for the 3rd and 5th largest convenience store wholesalers in the US. Strengths include results-oriented outside sales, analytics, forecasting, people motivation, and negotiation.

EXPERIENCE

Bundaberg Brewed Drinks

Region Sales Manager, Central USA, Detroit, MI

August 2016- current

- Manage the business relationships for eight distributors including national distributors European Imports/Sysco and KeHE
- Responsible as the key point of contact for Costco USA relationship and broker management with ADW/Acosta to drive incremental sales
- Build the brand in markets with limited presence, adding 1500+ new accounts since August 2016 and increasing market share
- Negotiate with key retailers including Meijer, Kroger National, Hy-Vee, Starbucks and Albertsons/Safeway to drive new distribution, sales and feature activity
- Coordinate international sales and marketing plans through collaboration with Australian corporate office and staff
- Served as acting Country Manager during gap of leadership, managing forecast, shipments, budget, and distributor transition
- Leading customer transition from multi- distributor network to a single nation-wide distributor via launch with Pepsi Beverages.

The Wine Group

Business Insights Manager, Los Angeles, CA

June 2014 – December 2015

- Provided insights into action as it relates to the business for sales team to help drive incremental share through fact-based selling including creating and training a new platform for data analysis
- Analyzed National/Global trends and created actionable steps for the Executive Committee to act upon to ensure forward thinking
- Managed the Nielsen client relationship with The Wine Group, negotiating contracts, ad hoc requests, and insight projects to maximize the value of the contract
- Worked on cross-functional teams to create new innovations for the business ensuring successful launch plans and tools for retail

The Nielsen Company

Client Director, MillerCoors, Chicago, IL

November 2013 – June 2014

- Managed and coached a team of four individuals supporting Marketing, Insights, Innovation, and Strategy to increase value of the Nielsen relationship
- Worked with client stakeholders to identify insights and opportunities to drive business decisions for a \$10 million contract
- Sold solutions to business questions through matching the needs of the clients with the tools from Practice Areas
- Collaborated across the organization to bring subject matter experts to differentiate Nielsen from other Market Research firms
- Worked with Innovation to identify White Space, and help with product and Go To Market Strategies using Nielsen BASES solutions

The Hershey Company

Customer Sales Executive – Midwest Convenience, Chicago, IL

June 2011 – September 2013

- Managed all aspects of Programming, Promotions, Budgeting, and sales to all retailers pulling through Eby-Brown & Farner-Bocken
- Represented Confection as Category captain at Eby-Brown, Farner-Bocken and retailer Kum & Go through development of strategy at retail to change the trajectory of the confection business to lead the industry and steal share.
- Orchestrated retail activities across the country through a sales team touching over 7,000 retail accounts
- Budgeted and estimated all aspects of the business to plan accordingly for inventory and funding, managing to a 1.02% spend rate.
- Effectively grew share at Kum & Go of total confection to the 2nd highest of all Nielsen-tracked chains to 40 Share (+4.2 share pts) through programming and distribution while delivering a strong ROI
- Drove incremental sales through trade shows, increasing sales +40%, and making it the highest revenue-generating trade show
- Was awarded the Kum & Go's 2013 Supplier Partner Award for Category Management

The Boston Beer Company

National Account Manager – SuperValu Team Lead, Minneapolis, MN

September 2009 – June 2011

- Managed programming, execution, pricing, and shelf philosophy for all SuperValu Banners to drive Craft category sales and grow share
- Directed and taught direct report Boston Beer analyst on Craft category, and all aspects of the sales call to prepare for a promotion
- Developed programming that led to execution nationally to grow share in a declining retailer through creative brand activation ideas
- Worked with SuperValu corporate buying team to develop strategies for the overall Beer and Craft categories
- Identified and worked with other SuperValu Strategic vendors to develop cross-promotional activities for store execution
- Managed local Boston Beer teams to ensure sales plan execution and strong share gains.
- Successfully grew share to 3.1% of Total Beer (+0.9 share pts), and posted growth in 7 of the 8 banners when total beer was down.

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Northeast Convenience National Account Manager, New York, NY

August 2008-September 2009

- Developed Boston Beer Convenience business in all accounts to grow sales and share faster than the organization by 80%
- Created impactful programming that opened opportunities to activate Boston Beer brands
- Executed account calls on top convenience retailers in the Northeast, including Circle K, Hess, Stewart's, Mobil, and Sunoco A-Plus
- Worked with wholesalers to ensure retail standards and incremental opportunities were capitalized on across the channel

National Account Manager, New York, New Jersey, Connecticut, New York, NY

March 2007-August 2008

- Executed national vision of brands through corporate-level buyer calls on Grocery, Drug, and C-Store outlets in NY Metro at 54 retailers.
- Worked with wholesalers and Boston Beer personnel to drive execution of booked features and ads to trade
- Drove share growth in all tracked retailers in IRI of Craft above company metrics.
- Leveraged insights to coach distributor partners and Boston Beer employees ensuring strong brand execution and retail activation

District Manager, Western Pennsylvania & West Virginia, Pittsburgh, PA

August 2005-February 2007

- Developed plans to increased sales through goal setting, planning, and execution for 12 Pennsylvania and 13 West Virginia wholesalers
- Grew business of core brands from 125,000 cases to 300,000 cases over 18 months.
- Managed relationship between Brewery and Wholesaler through execution of National and Local programming
- Worked market to uncover opportunities and drive volume through key retail customers, including Applebee's, TGI Fridays, Primanti Brothers, and other key on- and off-premise accounts
- Implemented long term, strategic action plans to develop business opportunities through a 5-year brand plan

Account Manager, Senior Account Manager, Cambridge, MA & Hudson Valley, NY, Boston & White Plains, NY

July 2003-August 2005

- Built business in core accounts in geographic areas through new distribution, driving feature activity, and merchandising initiatives
- Drove positive relationships within multiple wholesaler networks through inventory control, motivational tools, and street support
- Trained and developed new sales personnel to Boston Beer standards of excellence
- Executed On-premise promotions, beer dinners, wait staff educations, local marketing projects, and creative local programs

SKILLS

- PC; MS Excel, PowerPoint, Word, Publisher, Streets & Trips, Cognos/VIP/MSA/iDig Data, TDLinx Data, Featurevision/ECRM Ad Comparisons, Nielsen & IRI Data Analysis (including Answers on Demand & Nitro), 84.51
- Conversant in French and Hebrew

Awards

- 2005 Innovation Award (Regional & National Winner)
- 2004 Executioner Award (Regional & National Winner)
- 2005 Executioner Award (Regional & National Winner)
- 2004 Brewer/Patriot Award (Regional & National Winner)
- 2008 Mountain Climber Award (Regional Winner)
- 2007 Teamwork 1st Award (Regional Winner)
- 2013 Category Management Award, Kum & Go
- 2017 Employee of the Month (Global Winner, September)

EDUCATION

Boston University School of Management, Boston, MA

Bachelor of Science in Business Administration, concentration in General Management

May 2003

Executive Coaching

Change Management Partners

January-June 2018