

Mick Roberts

(847) 651-3087 ~ micktroberts23@gmail.com ~ The Woodlands, TX 77381

Executive Summary

Sales & marketing executive with extensive knowledge, expertise, and a proven track record in the beverage alcohol industry. Experience with Start-up to international beverage companies at the executive level. With a degree in Hotel and Restaurant Management, industry professional training, and practical experience, I have been very successful in setting sales records, introducing various beverage brands into the marketplace, and creating marketing programs that create consumer noise at the national level. My relationships with distributors, key accounts, and coworkers are a huge factor leading to his successes.

PROFESSIONAL EXPERIENCE

Fort Ross Vineyard & Winery, Sonoma Coast National Sales Director

Jan 2019-Dec 2019

Responsible to oversee the winery's wholesale efforts throughout the United States with focus on both on and off-premise accounts, regional accounts, national chains and more. Additionally, responsible for the national launch of a new wine brand, Sea Slopes, the more affordable line of Sonoma Coast wines produced by Fort Ross Winery.

- Added 7 new states to the distributor network (FL,GA,NC,PA,CT,UT,MA)
- Secured exclusive representation at ABC W&S in FL
- Gained new national and regional chain placements (Total W&S, HEB, Central Market, Sindik's, Busch's, Binny's, Spec's, Costco)
- Helped grow Sea Slopes Pinot into a top 10 selling Pinot Noir in Safeway CA Super Luxury \$25+ price category. (IRI 26 weeks ending 10-6-19)

Roberts Consulting, The Woodlands, TX Owner

July 2018 - Dec 2018

Consultant for E&J Gallo to assist with the transition of the Location Wine Brand. Responsible for assisting existing brands with national new distribution, sales, business plans, branding, category management, distributor introductions, key account management (On/Off/Club/Open and Control states/e-commerce), budgets, importing, pricing, merchandising, national and local marketing efforts (print, packaging, digital, social, tastings, and events), managing depletion's, shipments, logistics, inventory management, and production forecasting and execution.

Aveniu Brands-A Grupo Codorniu Company, Baltimore, MD

2006 - 2018

Locations Wine by Dave Phinney/Aveniu Brands, TX

2016 - 2018

(Locations Wine is a joint venture between Dave Phinney and Aveniu Brands, under the Locations brand label)

National Sales Manager- Locations Wine

Promoted and responsible for managing all On and Off premise sales in the United States, Canada, Asia, China, UK, Australia, and the Caribbean, revenue budget of \$10.5M, three employees (Regional managers, District Manager), key account relationships (Whole Foods, HEB, Kroger, Publix, Albertson's, Costco, Total Wine & More, Spec's, Binny's, Beverages and More!, liquor control boards, Applejacks, K&L, B21), distributor relationships (Southern Glaziers Wine & Spirits, Breakthrough, RNDC, Young's Market Company, Wine Warehouse, and others), new distribution, sales, branding, business plans, category management, distributor management, executive meetings, monthly reporting, monthly competitive market trends reporting, e-commerce, budgets, importing, merchandising, executing national and creating local marketing efforts (digital, social, tastings, and events), managing depletions, shipments, logistics, inventory management, production forecasting, business reviews, annual planning, pricing, federal and state compliance, exchange rates, Accounts Sold, all hiring efforts, conducting all on-boarding, employee/distributor sales training, coaching, motivating, creating and managing internal and external incentive programs, plan and execute all educational travel and tours.

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- Increased sales by 46% (+14K cases), from a declining brand the previous year.
- Increased in revenues by over \$1.5M.
- Activated a new e-commerce segment for the brand. Went from 0 cases 2 years ago to 4,723cs LY or \$500K new revenue. (ViVino, Wine Access.com, Last Bottle)
- Grew Locations E to the #2 selling Spanish red wine in the \$15-\$20 price category & Locations F to the #3 selling French red wine in the \$15-\$20 price category. (AC Neilson 52 weeks 12-30-17)
- Implemented new route to market strategy throughout distributor network. Made changes with 23 distributors in a 15month period. Combined markets are up a total of 13% vs LY or 7,252cs generating \$780K more revenue.
- Received full bonus.

Central Division Manager- Aveniu Brands, TX

2014 - 2016

Promoted and responsible for achieving goals in sales, profit, depletions, branding, and account sold in a 17 state division (TX,LA,AR,OK,MO,IL,IN,MI,OH,WI,IA,NE,MN,ND,SD,CO,KS). Managed a seven-person team.

- 2 Time Divisional Manager of the Year.
- Achieved the largest increases in sales in the country, 2 years in a row.

Southern Division Manager- Aveniu Brands, TX

2013 - 2014

Promoted and responsible for achieving goals in sales, profit, depletions, branding, and account sold in a 13 state division (TX,OK,LA,MO,AR,MS,AL,FL,GA,NC,SC,VA,WV). Managed a six-person team.

- Delivered the largest depletion growth rate, 14% in the country in FY13.
- Implemented a cost saving initiative, saving the company \$250K, while still increasing sales.

Director of National Accounts- Aveniu Brands, IL

2011 - 2012

Promoted and responsible for achieving national account goals in sales, profit, depletions, branding, and account sold in a 17 state division (TX,LA,AR,OK,MO,IL,IN,MI,OH,WI,IA,NE,MN,ND,SD,CO,KS). Budgets include Demos, EO's, Coupon's, Planner activities, TPR's.

- Delivered a solid 22% growth in depletions my first FY in the position. Highlights including Kroger 33%, HEB 185%, Wal-Mart 21%, Costco Midwest 37%.
- Expanded Points of Distribution within chains through cluster expansion and new item placements, 1000+ new POD's. (Codorniu, Artesa, Septima).

Regional Manager- Aveniu Brands, IL

2006-2011

Directed and choreographed the activities that drive the most value for the ultimate purpose of delivering profit and volume plan within region, at the same time, developed and sharpened the skills of 2 different direct reports in IL, MI, IN, WI & IA.

EDUCATION & OTHER TRAINING

Rochester Institute of Technology, Rochester, NY, **Bachelor of Science; Hotel and Restaurant Management**
E&J Gallo management training program
Windows, MS Word, Excel, PowerPoint, Outlook, Adobe Acrobat, Diver, Greatvines CRM, Nelson/IRI