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# Experience

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| january 2017 – presentsouthern regional sales manager, lucas & lewellen vineyards  * Responsible for developing and implementing strategic plans. * Cultivate relationships with distributor management and sales force. * Communicate with distributor purchasing to monitor inventory levels. * First one million dollar territory in the company. * Conduct on-premise staff trainings and in-store tastings. * Develop strategy and make key account presentations. * Promoted from 4 states to 14 states. * Managed all 9 selling channels. On / Off, Independent, Chain, Club. |
| january 2013 – december 2016regional sales manager central, gerard bertrand  * Deliver annual budgets to distributors and formulate a plan to achieve success. * Regional growth from 2,000 to 25,000 cases. $3 million + territory. * Achieved company goals every year. * Devise and implement 9 channel selling strategy for on and off premise. * Manage portfolio of wines from 11 Estates with wines ranging from $11.99 to $250 retail. * Develop and implement National and Regional chain programs with HEB, Costco, Spec’s. * Achieved regional and national alignment with SGWS.  january 2012 – december 2013regional sales manager midwest, Evening Land Vineyards  * Developed winery budgets and production volumes at regional and national level. * Develop, deliver and achieve company goals annually. * Managed 18 state territory. * Maintain healthy profit margins for company and sales incentives for distributors. * Delivered 1000 case BTG with Pappas corporate. * Provide Evening Land with a major presence at TEXSOM.  august 2004 – december 2010regional sales manager south, The grateful palate  * Grown from 8,000 cases to 27,000 cases depleted. * Double digit growth in every year. * National programs with both Pappas and Landry’s. * Annually launch of a minimum 5 new items * Manage a 200+ sku portfolio consisting of $9.99 retail up through allocated $500+ wines. |

### MAY 2000 – AUGUST 2004

## FINE WINE SALES, GLAZERS FAMILY DISTRIBUTORS

* + $3.1 million in sales the final year.
  + Achieved company monthly, and annual sales goals.
  + Develop retail sales incentive promotional programs with Spec’s.

# EDUCATION

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| certified sommelier, court of master sommeliers |
| texas A & M |

# Skills

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| * Proficient in Microsoft applications * Powerpoint, Word, excel. * Experienced SalesForce user | * Strategic 9 channel planning. * People management. |