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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.
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| 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.
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### 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.
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