

Faith A. Werner, MBA, DBA

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EXECUTIVE QUALIFICATIONS

- ◆ Distributor and Importer Leadership Management ◆ Independent Creative Critical Thinking Skills ◆ In-Depth knowledge of Wine & Spirits Across Multi Channels ◆ Promotes Collaborative Enthusiastic Environment ◆ Team Mentoring Leadership Skills ◆ Proven Track Record of Creating Compelling and Successful Presentations with Ability to Communicate Programs ◆ Long-Term Strategic Customer Relationship Management Internal & External ◆ Negotiates Conflict Through Collaboration ◆ Emerging Brand Management ◆ Pricing Metrics ◆ Research & Business Analytics/Category Management: AC Nielsen, IRI & Diver ◆ P&L ◆ Inventory Management

CAREER OVERVIEW

Category Management Leadership:

- ◆ Provides category management leadership internally & externally to customers enhancing sales abilities using: A.C. Nielsen, IRI, Adams Publishing, & Diver

P&L Responsibilities:

- ◆ Strategic Planning: Modeling, Implementation, & Monitoring 5 Year Strategic Plan
- ◆ Built Company Financial from Entry Planning Stage to Multimillion Dollar Sales
- ◆ Developed and Implemented Sales/Marketing Strategy Resulting in Sales Exceeding Projections
- ◆ Instrumental in Developing and Implementing Distributor Network in Highly Competitive Environment

National Account Channel HQ Achievements: Sold, Implemented, Retained & Monitored Strategic Relationships Driving Sales by Channel

- ◆ Off – Premise Chain Channel/Military
 - Kroger; Tom Thumb; Albertson's; Randall's; United; HEB; Whole Foods; Brookshire Brothers; Costco; Giant Eagle, & Sam's Wholesale Club
 - Liquor Store Chains
- ◆ On – Premise Chain Channel/ Travel & Leisure
 - Fogo de Chao; Hilton Hotels & Resorts; Ruth's Chris, Morton's, & The Palm
 - High End Independent Restaurateurs & Hoteliers

◆ Distributor Management:

- ◆ C- Level Management: Headquarters & State Level Southern Glazer Wine & Spirits
- ◆ Corporate Level Management: Chain & National Accounts
- ◆ Pricing Metrics

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CAREER OVERVIEW

<i>Bodegas Fabre, S. A. (Dallas, TX)</i> Vice President of Sales & Marketing	2014 - Present
<i>Leoncio Arizu, S.A. (Dallas, Texas)</i> VP of National Accounts (Off/On – Premise/Travel & Leisure/Military) ◆ Strategic Planning: Developed, Implemented, & Monitored 5 Year Strategic Plan ◆ Forecasted & Achieved Annual Case Sales 40,000 – 80,000/ Achieved 125,0000	2008 - 2014
<i>C. Mondavi & Sons, Inc. (Dallas, Texas)</i> Vice President National Accounts (On –Premise) ◆ Driving Sales \$0 - \$2.2 M	2007 – 2008
<i>William Grant & Sons, Inc. (Dallas, Texas)</i> Director of Global Accounts (On-Premise) ◆ Strategic Planning: Implemented, & Monitored Strategic Relationships Driving Spirits Driving Spirits & Wine Sales \$1.0M - \$7.9M	1998 - 2007
<i>Joseph E. Seagram & Sons, Inc. (Dallas, Texas, Cleveland, Ohio, & Tampa, Florida)</i> Regional Sales Manager, National Account Sales (On-Premise) ◆ Sold, Implemented & Monitored Strategic Relationships Driving Spirits & Wine Sales – Regional Sales Manager – Southwest/South East/Central (Dallas, Texas) ○ \$7.0 - \$17.5M – Regional Sales Manager – South East (Tampa, Florida) ○ \$2.0 - \$7.0M – Regional Sales Manager – Control States (Cleveland, Ohio) ○ \$1.0 - \$2.5M	1984 – 1998 1992 – 1998 1987 - 1991 1984 – 1987

EDUCATION & AFFILIATIONS

DBA (2012) Business Administration/ Marketing – *Argosy University* (Sarasota, FL) – GPA: 3.97
Dissertation: 2012 (June) – *Consumer Behavior Consumption Trends: A Study of Generational Cohort Intent to Purchase Imported Wines* – Argosy University Globalization Series

MBA (2005) Business Administration/ Marketing – *University of Phoenix* (Phoenix, AZ) – GPA: 3.98

BA Sociology, Anthropology & English – *Roosevelt University* (Chicago, IL)

Affiliations: American Beverage Institute (Board of Directors); American Marketing Association (Member); National Restaurant Association (Member); Cheers (Advisory Board of Directors), & WSWA