

## **Nick Babcock, CSS**

3211 Ellscott Dr  
Spring, TX 77386  
(281) 782-1843  
nbabcock1001@gmail.com

### **Summary**

- Highly motivated and creative manager with over twenty years of sales experience in hospitality, distributor, supplier, and marketing industries
- Armed with creative, operational, logistic, and consultative skills that will add value beyond the sales pitch
- Able to navigate through a constantly changing landscape and is targeted to provide beverage solutions that will grow brand, impact the market, and create value & opportunity for the customer
- Has an excellent history of creating, building, and maintaining positive relationships throughout the entire beverage consumer experience
- Accredited and acclaimed master mixologist that will advocate for your brand and help rally the beverage industry

### **Experience**

#### **Coca-Cola Southwest Beverages (2019-present)**

Houston, TX

##### *Sales Development Manager*

- Develops customized business plan for Target, Walmart, HEB retail stores addressing the critical needs of the customer while delivering Coke system budgeted profit and volume
- Execute channel and customer promotions/programs that leverage national brand ideas/thinking and consumer insights to drive increased consumer preference and customer activity
- Evaluate outlet opportunities and sell in customer plans that include annual CMA's, strategic and tactical pricing plans along with promotional plans.
- Assist customers in reaching sales potential on company products by offering creative merchandising ideas.
- Propose appropriate brands, packages, and equipment to satisfy customer and consumer needs while fully leveraging national and local marketing initiatives with customers.
- Conduct post promotional analysis measuring the success levels of promotions making any necessary changes.

#### **Monin Gourmet Flavourings (2017-2019)**

Houston, TX

##### *National Accounts Manager*

- Supported and serviced over 30+ national account concepts including Landry's, Luby's, Pappas Restaurants, Alamo Drafthouse, Omni Hotels, Torchy's Tacos, la Madeleine, Hopdoddy Burger Bar, & Main Event
- Boosted product usage and inclusion by maximizing programming opportunities and offering promotions or incentives that appeal directly to the customer needs
- Planted and harvested new business by asking questions, identifying opportunities, and following through with solutions. Converted rival business by providing superior customer service and being a dependable resource
- Provided inspiration, ideas, instruction, and training on how to procure, implement, and profit from brand partnership
- Contributed and worked with our team to grow business by double digits year after year

#### **Patrick Henry Creative Promotions (2016-2017)**

Houston, TX

##### *Director, Mixology & Training*

- Manage the in-house team of mixologists through a multitude of projects including drink development, event execution, training programs, and beverage menu rollouts
- Design and help implement proprietary beverage programs for national account bar & restaurant chains including Omni Hotels, Longhorn Steakhouse, Del Frisco's Grille, Delaware North, Hard Rock Cafe, and Joe's Crab Shack
- Coordinate and assist with brand partner meetings through supplier initiated drink development and presentations
- Develop concept driven recipes and drink platforms for suppliers including Pernod Ricard, Bacardi, Red Bull, Beam Suntory, Moet Hennessy, CampariAmerica, and Heaven Hill Brands
- Participate and present material at national beverage conventions including NRA, VIBE, and Aspen Food & Wine

#### **Republic National Distributing Company, LLC (2010-2016)**

Houston, TX

##### *National Accounts Mixologist*

- Educated and trained sales teams on current beverage trends, spirits knowledge, and bar sales strategy.
- Created signature cocktail menus and conducted beverage training for dozens of local, regional, and national bar concepts including JW Marriott, Landry's, Hospitality USA, Hooters, Applebee's, and Neiman Marcus.
- Worked with multiple suppliers including Jim Beam, Bacardi, Pernod Ricard, Brown Forman, and Remy Cointreau to help launch and grow brands through on-premise activation and drink implementation.

- Grew trade relationships between brands and bars through events, competitions, charity participation, and bartender organizations
- Coordinated supplier and trade partnership for influential industry events such as the Epcot Food & Wine Festival, MyTable Culinary Awards, Euphoria Greenville, Sugar Land Wine & Food Affair, and Texas Craft Spirits Roadshow

**Hubbell and Hudson, LLC. (2008-2010)**

The Woodlands, TX

*Operations and Bar Manager*

- Responsible for hiring, scheduling, and continual development of over 30 front of house employees.
- Developed pricing strategies for beer, wine, and spirit selections which increased revenue by 114% within six months of implementation.
- Marketed, coordinated, and executed yearly calendar of wine dinners achieving near 100% fulfillment of available seating for each event.
- Crafted seasonal cocktail menus with specialty drink recipes, including their signature cocktail, The Phoenix, which was featured on KRIV Fox 26 Morning News.
- Established and enforced company's alcohol seller policies to promote responsible beverage service from sales staff.
- Built and maintained professional relationships with restaurant guests, employees, management team, and vendors to ensure a successful company outlook.

**Training & Education**

- Bar Ready Certification through Beverage Alcohol Resource 5-Day Program
- Certified Specialist of Spirits (CSS) through The Society of Wine Educators
- Top-tier industry training certifications from BarSmarts Advanced, Cointreau Academie, and Absolut Akademi Pro
- Visited and educated from over a hundred different wineries, breweries, and distilleries throughout the U.S., Mexico, and Europe.
- Trained in multiple Point-of-Sale & Inventory Control platforms.
- Proficient software knowledge of Microsoft Office Suite, CRM, Adobe Creative Suite, Google Analytics, etc.