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| Kendrick U. Grabe | | |
| **Flower Mound, Texas** | | |
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| **Experienced National Account and Sales Professional**  ***Driving Strong and Sustainable Growth with Targeted Strategy and Innovative Solutions*** | | | | |
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| **Areas of Expertise** | | | | |
| |  | | --- | | **Sales & Marketing Strategy ● National Account Leadership ● Category Space Management ● Sales Planning & Analysis Brand Management ● Team Leadership ● Channel Strategy ● Sales Data Analysis ● Budgets ● Supply Chain**  **Pricing ● Retail Solutions ● District Sales Leadership ● Wholesaler Operations ● Relationship Building ● Promotions** | | | | | |
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| **Professional Experience** | | | | |
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| **Pabst Brewing Company** | | | **2015 to Present** | |
| *Oldest American-owned brewer in the U.S., producing and marketing a diverse portfolio of beers.* | | | | |
| Sales Director / Team Lead, National Accounts, Central - Walmart – Dallas, Texas (Since Mar. 2019) | | | | |
| *Promoted to lead the sales / national account team for major chains in the Central Region.* | | | | |
| * Manage team of 5 direct reports with direct selling responsibility for account base delivering 3.2 million cases and $10 million in total annual sales. * Provide cross-functional leadership for all sales and marketing functions for the Walmart, Walgreens, and several additional regional chain call points. * Manage all Walmart projects including Spring 2019 reset process execution (gain of 10,000+ points-of-distribution), Blue Ribbon Whiskey liquor expansion, and Walmart PBC office transition. | | | | |
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| National Sales Director, 7-Eleven | Regional Convenience Channel Director – Dallas, Texas (2018 to 2019) | | | | |
| *Expanded responsibilities to include the convenience channel in the South Central and Southeast Regions.* | | | | |
| * Continued full responsibility for the PBC national 7-Eleven sales team as outlined below, and added responsibility to manage business and relationships with other convenience chains in 18 states. * Served as convenience channel lead calling on 35 retail decision points in the states of TX, LA, OK, AR, MO, KS, FL, MS, AL, GA, VA, NC, SC, MD, DE, TN, WVA, and KY. | | | | |
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| Sales Director, Small Format, 7-Eleven – Dallas, Texas (2015 to 2018) | | | | |
| *Manage PBC national 7-Eleven sales team to increase sales, develop partnerships, and maximize portfolio profitability.* | | | | |
| * Led and directed all sales, marketing, and profitability initiatives with 7-Eleven, Inc., encompassing 6,400 total U.S. stores, 188 PBC wholesalers (including 10+ Reyes Distributing Company Distributors), and 8 PBC Sales Divisions. * Led selling team to increase PBC 7-Eleven sales by 65,000 case equivalents - 7/1/2015 thru 6/30/2016 – with brands including Pabst Blue Ribbon, Rainier Lager, Lonestar Lager, The Small Town Brewery, and Colt 45. * Grew PBC 7-Eleven total beer category sales from $24 million to $30 million in 12-month period, which led PBC to become the #5 largest beer category total sales dollar brewer supplier in the 7-Eleven chain. * Grew local and national brands across the PBC portfolio via retailer/wholesaler alignment strategies: Lonestar Lager +11.78%: Rainier Lager +23.85%: Small Town Craft Portfolio +2,669%: Colt 45 +0.45% for 12-months ending 6/30/2016. * Developed “targeted” selling strategies to maximize distribution across the 7-Eleven PBC portfolio, gaining 7,218 points-of- distribution in the chain for the 12-months ending 6/30/2016. * Successfully implemented internal and wholesaler sales incentives designed to achieve targeted sales & profitability goals. * Led Pabst 7-Eleven Team in conducting first-ever “Selling to 7-Eleven” corporate Webex training session attended by 100+. * Attended and successfully completed Pabst Brewing Company “End-to-End” training in May 2016. | | | | |
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| **Edward Jones** | | | | **2015** |
| *A leading Fortune 500 provider of financial services designed to cater to individual investors in communities nationwide.* | | | | |
| * Successfully completed and certified **Series 7** per Financial Industry Regulatory Authority, **Series 66** per North American Securities Administrators Association, and Texas Department of Insurance General Lines-Life-Accident and Health Exam. | | | | |
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| **Anheuser-Busch InBev (A-B)** | | | | **1988 to 2014** |
| *Leading global brewer, producing and marketing the world’s best-selling beers including Budweiser, Bud Light and Stella Artois.* | | | | |
| Senior Sales Director, 7-Eleven/Circle K - National Retail Sales – Dallas, Texas (2012 to 2014) | | | | |
| *Promoted to manage A-B’s national 7-Eleven sales team to increase sales, market share, and profitability.* | | | | |
| * Built and cultivated effective relationships at the national headquarters office of 7-Eleven - A-B’s 2nd largest volume retail chain in the U.S. - to increase sales, sell-in new packages and pricing, and introduce new products in stores nationwide. | | | | |
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| Kendrick U. Grabe | | | | |
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| * Led, coached, and motivated a team of up to 15 direct reports with a $6 million budget to manage sales & marketing functions for the sale of 26 million cases of A-B volume annually; directed and managed HR training and review processes. * Participated in Circle K U.S. Special Projects: assisted with National Beer Days presentation to Circle K National category team in 2014; assisted in presenting 2015 plans to Circle K National SVP Team as part of 2014 NACS meetings. * Conducted annual “Top-to-Top” meetings to align strategic plans, develop mutual performance objectives, review account analyses, & perform business reviews to drive sales via marketing, sales & pricing initiatives, and wholesaler alignment. * Drove sales by providing category solutions and leadership that drove penetration and share for A-B brands. * Achieved 100% of national team level KPI targets and won “Summer in Hawaii” incentive in 2013. * Managed supply chain: direct selling responsibility encompassing 200+ distributor partners in 30 beer selling states. | | | | |
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| Sales Director, National Retail Sales – Orlando, Florida (2010 to 2012) | | | | |
| *Promoted to lead sales growth initiatives for key convenience store chains and drive emerging business in the Eastern U.S.* | | | | |
| * Managed sales development and execution initiatives for 6 chains including RaceTrac, Hess, Wilco Hess, Sheetz, Sunoco, and Murphy Oil), generating a combined annual sales base of 11+ million cases of beer. * Drove sales results by leveraging brands, promotions, marketing activity, and customer relationships to achieve results in a territory encompassing 26 states, working closely with 219 A-B wholesalers. * Provided direction and leadership for direct chain selling functions to 3 Direct Reports, 4 shared Category Space Managers, and 4 region-based Key Account Managers; managed all H.R. activities for direct reports including annual evaluation. * Achieved 100% of team targets (2011); Best Practices: Hess out-of-stock survey, Wilco display hierarchy/% bought on deal. | | | | |
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| **Senior Key Account Manager, The Pantry - Southeast Region** – Orlando, Florida (2008 to 2010) | | | | |
| *Led key account sales and profitability growth initiatives in 5 states for The Pantry convenience store chain.* | | | | |
| * Led and managed business, promotions, sales, distribution, innovation, new product introductions and pricing initiatives for The Pantry in Florida, Alabama, Mississippi, Louisiana, and South Carolina, selling 4+ million A-B cases of beer annually. * Built and cultivated relationships, provided total account management, and oversaw strong partnerships to drive sales growth; communicated activities to 49 A-B wholesalers and Field Sales personnel. * Managed account plans/objectives, prepared & presented account business reviews, and utilized information-based tactics to sell-in national & channel-specific initiatives to increase ads, displays, shelf space, and merchandising programs. | | | | |
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| **Senior Key Account Manager, National Retail Sales** – Orlando, Florida (2006 to 2008) | | | | |
| *Promoted to provide total account management and lead sales initiatives by managing key regional decision points.* | | | | |
| * Developed and managed sales, marketing & distribution goals to grow volume, market share, and profitability at 7-Eleven, Albertsons, and Save-A-Lot chain accounts in the state of Florida, contributing 4.3 million cases of A-B volume annually. * Called on key retailer decision points to develop account plans, and align sales goals/controllable targets with 21 A-B wholesalers and A-B Field Sales by selling-in and implementing sales, pricing, ad features, displays, and shelf space plans. * Consistently improved A-B’s market share trends, increased case sales, initiated new package authorizations across all beer category segments, increased displays, and achieved greater ad space than any other brewer; won Lions Award (2007). | | | | |
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| **National Category Space Manager, 7-Eleven - National Retail Sales** – Dallas, Texas (2005 to 2006) | | | | |
| *Promoted and relocated to manage national space initiatives for 7-Eleven, A-B’s largest convenience store chain customer.* | | | | |
| * Oversaw national retail shelf merchandising activities for the 7-Eleven chain at the Corporate, Division and Licensee levels which encompassed 4,200+ retail accounts, generating annual sales of 24 million cases of A-B beer category volume. * Maintained regular call frequency for schematic development projects and cultivated relationships with 7-Eleven Category Management at Dallas national headquarters, 8 Division offices (bi-annual), and 4 Licensee Groups (bi-annual). * Assisted A-B Key Account Managers in being named Category Space Captains for both the Hawaii and GarbKo 7-Eleven Licensee groups; served as Category Space Advisor for 100% of 7-Eleven U.S. call points. * Nominated by peers and won NRS True Recognition awards 3 times for various job-related achievements. * Worked with A-B distributors in implementing 7-Eleven space initiatives and plans utilizing Space Management tools. | | | | |
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| **Previous Anheuser-Busch Positions** (1988 to 2005) | | | | |
| *Gained sales and marketing experience, and built knowledge of the beer industry to prepare for future career growth.* | | | | |
| * **Category Space Manager, BP/ampm** – St. Louis, MO (2003 to 2005); **Market Manager** – Grand Rapids, MI (2000 to 2003) / Duluth, MN (1998 to 2000); **Sales Representative** – Montgomery County, MD (1996 to 1998); **Carlsberg Brand Team Area Manager** – New Jersey/Long Island, NY (1990 to 1996); **Summer Merchandising Intern** – Newark, NJ (1988 to 1990) | | | | |
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| **Education & Certification** | | | | |
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| **Bachelor of Science in Marketing - Plymouth State College – Plymouth, New Hampshire (1990)**  **Certified Beer Server - Cicerone Certification Program (Aug. 2016)** | | | | |
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