

# RICHARD J. BROWN, JR.

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Dynamic, results-driven Executive Sales Manager with a 20-year record of achievement and demonstrated success driving multi-million-dollar revenue growth while providing visionary sales leadership in highly competitive markets and states. Tenacious in building new business, securing customer loyalty, and forging strong relationships with business partners. Exceptional trainer, sales driver, and coach; combine business acumen with innate leadership abilities to recruit, build, and retain top-performing sales teams.

Territory Growth Management	New Product Launch	Strategic Market Positioning
Multimillion-dollar Negotiations	Recruiting and Employee Initiatives	Budget Administration
P&L Management	Customer Service Loyalty	Complex Negotiations

## EXPERIENCE

### **OWNER – Brownstone Brokers, LLC**

*April 2017 to Present*

Manage multi-state, multi liquor, and non-alcoholic beverages through brand management, sales strategy, programming, pricing, and promotion.

- Manage, drive sales, execute brand placements and grow the revenue of 40 brands and 19 suppliers in 9 states
- Sales representation in TX, OK, LA, CO, ND, SD, NE, NM, and FL
- Met and exceeded revenue growth goals set forth. Increased total revenue from \$8,000 per month to \$30,000 within the first 28 months of operation
- Cultivate and execute sales and marketing initiatives to generate positive sales growth to suppliers in highly competitive markets. Which produced an increase in company sales growth by 375% within the first 2 1/2 years of business
- Demonstrate an unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing accounts and suppliers
- Partner with 9 distributors in representing suppliers and obtaining product placement and sales growth

### **MULTI-STATE SALES DIRECTOR TX, LA, OK – Mast-Jägermeister US**

*July 2010 to May 2017*

Represented the 8<sup>th</sup> largest premium spirits brand in the world, managing over 25 million in annual sales. Mast-Jägermeister US is a subsidiary of Mast-Jägermeister SE. The Sales Director role is one of 9 positions in the US with 7 direct reports in 3 states to drive sales of Jägermeister.

#### Sales Strategy & Commercial Execution

- Drive financial and sales initiatives to focus on long-term growth within a high profit and fast passed market
- Develop a sales strategy to target and capitalize on crucial buying windows
- Increased distribution in retail outlets by 13 percent in 2016
- Develop sales programs for seasonal advertising resulting in increased awareness and driving impulse purchases
- Successfully launched 2 large brands across the region

- Manage 1.3-million-dollar budget, consisting of T&E, consumer programming, and point of sale materials

#### Distributor Relationship Management

- Enhance and maintain strong relationships, engage with the distributor every quarter focusing on consistent brand training
- Identify sales gaps within the region, implement programming to target specific goals driving success
- Work with key managers and leverage volume programs to drive awareness and displays within accounts

#### Analysis & Execution

- Manage financial budgets and reporting, to exceed sales goals within the region
- Create a lost revenue report to drive and manage the execution
- Identified and captured an additional \$500,000 in revenue within 2016

#### Talent Development

- Established individual accountability through the communication of expectations, goals, and KPIs
- Provided ongoing coaching and feedback
- Encouraged innovation and out of the box thinking to drive new and creative grassroots ideas from the field

### **STATE SALES MANAGER – Infinium Spirits, Texas**

*May 2005 to July 2010*

Representing the 15<sup>th</sup> largest brand in the world, managing the 2-million-dollar portfolio in Texas. Infinium Spirits Company specializes in the import, sales, and marketing of its unique family-owned brands. Infinium Spirits was founded in 2005 and is a family-owned company based in Aliso Viejo California.

- Developed and implemented programming for a portfolio of brands across Texas to meet case and profit goals
- Set strategies driving chain activity with a focus on merchandising, displays, and advertising promoting key selling windows
- Managed annual budget, focusing on inventory forecasting, distributor invoices, and T&E expenses
- Enhanced and maintained strong relationships with monthly business reviews and training for management and sales teams
- Established individual accountability through the communication of expectations, goals, and KPIs

### **TERRITORY SALES MANAGER – Shaw Industries, Inc., Houston**

*May 2003 to May 2005*

- Specific responsibilities included daily sales calls on existing customers with an emphasis on the sale of commercial and residential products
- Presented products to the retailer, dealers, builders, designers, within assigned territory
- Prospected for viable new accounts while developing a keen awareness of competitive activity
- Negotiated pricing agreements, loyalty programs, and display activity

**SOUTHEAST TEXAS FIELD SALES MANAGER – Red Bull North America, Houston**

*November 2001 to February 2003*

- Managed 3 Distributors in South East Texas with the sole responsibility for distribution, product awareness, and sales growth
- Led a team of 5 retail managers and 44 retail sales representatives
- Worked with Ford Distributing market managers and retail salesman in their respective markets calling on key retailers
- Successfully increased sales and profit margins in 2002 by 80%.

**SOUTH TEXAS MANAGER – SKYY Spirits LLC, Houston**

*June 1999 to November 2001*

- Directly managed 3 distributors in South Texas dramatically branding SKYY Spirits and their 13 core products
- Motivated and coached distributor management and sales force to achieve annual sales goals
- Coordinated activities of wholesalers within assigned area of responsibility, ensuring the implementation of all sales and marketing programs for the entire portfolio
- Researched and created business plans, initiated and developed strong relationships with key accounts

**SALES / MARKETING REPRESENTATIVE – Republic Beverage Company, Houston**

*January 1997 to June 1999*

- Directly responsible for the distribution and promotion of new and current products in the hotel, restaurant, and nightclub industry
- Responsible for managing a highly demanding and competitive sales territory in the Houston market

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**EDUCATION**

**Bachelor of Science - Psychology**

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