

TRACEY FREDERICK

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PROFESSIONAL EXPERIENCE

CONSTELLATION BRANDS, 2012 Present

Senior Field Sales Manager

Oklahoma City, Oklahoma

- Responsible for the execution of the Constellation Brands fiscal goal for Oklahoma, including wine, spirits, luxury, retail and on-premise.
- Manages wholesaler/distributor in the three-tier system of Oklahoma to achieve targeted brand growth and sales execution.
- Forecasts new items, manages distributor funds and depletion allowances, builds annual pricing calendar, works in the market, and trains the distributor sales force on all Constellation Brands items and execution priorities.
- Transitioned Oklahoma from a 4 tier broker market, to a traditional 3 tier wholesaler model, opening 2000 new accounts in 2018 after statewide legislation changes allowing wine in grocery and convenience stores.
- Achieved 105% of sales goal in fiscal year 2019, 2018, and 102% of sales goal in fiscals 2016 and 2017.

REPUBLIC NATIONAL DISTRIBUTING COMPANY, 2004 2012

Area Manager Hawk Division

Oklahoma City, Oklahoma

- Created, trained, and managed the newly created Constellation dedicated sales team.
- Executed and tracked Constellation sales initiatives, incentives, and new product growth.
- Collaborated with Constellation Brands field sales manager and Oklahoma wholesalers to bring in new products, manage pricing, and annual posting schedule.
- Effectively managed local funds and achieved fiscal sales goals each year.

Regional Training Manager

Grand Prairie, Texas

- Integrated Republic Beverage Company and National Distributing Company's training programs to develop a common sales training platform and on-boarding process across all RNDC states.
- Responsible for training initiatives for North Texas, Oklahoma, North Dakota and South Dakota.
- Regularly presented training seminars and workshops to teach and reinforce RNDC training standards in all markets.
- Evaluated all managers coaching work with forms quarterly, and coached RNDC managers to help create a culture of training in all sales divisions.

District Manager Retail Wine

Grand Prairie, Texas

- Managed a sales team for grocery and independent markets for the RNDC Vintage Division.
- Responsible for sales execution in accounts throughout Dallas and Collin County.
- Merchandised and managed account level sales for retail wine in independent and channel markets.
- Opened Allen, Texas as a "wet" territory after legislation changed.

EDUCATION

Bachelor of Science Degree in Restaurant, Hotel, and Institutional Management
2002 Summa Cum Laude — Texas Tech University, Lubbock, Texas

PROFESSIONAL DEVELOPMENT AND AWARDS

- Outstanding Director of the Year— finalist— Constellation Brands— 2018
- Outstanding Field Sales Manager of the Year, Blue Star Division Constellation Brands— 2017
- Journal Record Top 50 Woman of the Year in Oklahoma— 2017
- Marvin Sands Heritage Award, Inaugural Recipient — 2016
- Constellation Brands E2, E3, E4, E5 training — 2015-18
- Constellation Brands CORE Presenting and Influencing Groups — 2014
- Wine and Spirits Education Trust Advanced Course, Passed with Merit — 2013
- Constellation Brands CORE Sales Process Training — 2012
- RNDC Graduate Level Wine Exam, Passed — 2011
- SkillPath Seminars— Effective Communication, Conflict Management for Managers, and Assertive Communication for Women — 2009
- Essential Facilitation — 2009
- Wine and Spirits Education Trust Intermediate Course, Passed with Merit — 2006
- Results Oriented Selling and Results Oriented Coaching, RNDC— 2005-06

COMMUNITY INVOLVEMENT

- Junior League of Oklahoma City
 - President, 2017-18
 - Board of Directors, 2016-17
 - Membership Vice President, 2015-16
 - Advising Mentor Placement Co-Chair, 2014-15
 - Transfer Chair, 2013-14
 - Provisional Admissions and Training (PAT) Leader, 2012-13
- Leadership Oklahoma City
 - Signature Class 35, 2016-17
 - Alumni Association Board of Directors 2017-18
- Trigger's Toys— Board of Directors 2016-present
- Leukemia and Lymphoma Society— Man and Woman of the year campaign team 2015 and 2017
- Regional Food Bank Oklahoma City — Letter Carrier's Food Drive Site Captain, 2011-12

REFERENCES AVAILABLE UPON REQUEST