**Sales & marketing executive | operations management | Strategic planner**

Ability to strategically communicate, story tell, relationship build, facilitate business to business opportunities and collaborate with all facets of a company to deliver key results. Seasoned sales management professional with 6 consecutive years of growth managing sales forces and multiple states/regions standing out vs peers.

|  |  |  |
| --- | --- | --- |
| * Sales
* Marketing Strategy
* Budgets
* Customer Service
 | * Sales Management
* Strategic Planning
* Sales Operations
* Account Management
 | * Negotiation
* Leadership
* Forecasting
* Analytics
 |

# **Professional Experience**

**Regional Manager January 2018-Present**

**Disaronno International LLC.**  *Somerset, NJ*

Manage end to end commercial business for five states, including: Sales, Pricing, Programming, Local Marketing, Activation and Budgeting. Manage distributors route to market, monitoring execution and address all shortfalls with corrective action plans. Manage monthly/quarterly review meetings with senior management to achieve monthly, quarterly and annual targets.

* Territory grew to over 50,000 9L cases
* +6% Territory growth in 2018
* Metro NY- First year of growth in five years, posting +10% growth

**NJ Sales Manager November 2015- January 2018**

**Diageo** *Edison, NJ*

Achieve annual operating plan for #1 Spirits portfolio. Ensure excellent execution of monthly/quarterly/ half and annual plan. Facilitate the development and manage the implementation of On/Off Premise annual plans/KPIs with a team of six account consultants. Communicate brand strategies to distributor personnel. Work collaboratively with distributors to localize brand strategies into relevant/executable/profitable work plans. Develop team capabilities and selling skills.

* 2016- Volume Growth 5%, Net Sales Growth 3%, Operating Profit Growth 4%
* 2017-Volume Growth 6%, Net Sales Growth 4%, Operating Profit Growth 7%
* Coached and trained 6 consultants in profit margin, retail financial execution
* Trained License to Coach Certification- 2016

**Field Sales Manager January 2012- October 2015**

**Allied Beverage Group**  *Mt. Laurel, NJ*

Inspired and trained 20-30 union sales representatives with exceptional field training. Researched marketplace dynamics on trends and competition with sharp attention to detail. Delivered comprehensive training for the sales team on effective strategies, administration, and product information. Generated New leads and fostered relationships with established customers. Maximized sales by identifying and replenishing sales voids, promoting shelf presence and merchandising.

* Had three-year consecutive salesmen of year (2012-2014)
* Division honored with three-year excellence award from industry leading supplier
* Growth of 5% over three-year period in territory

# **Professional Experience Continued**

**Long Term Substitute Teacher January 2009- December 2011**

**Greater Egg Harbor Regional**  *Mays Landing, NJ*

Led classrooms utilizing customized lesson plans based off curriculum created by the district. Confirmed that additional resource material remained consistent with district requirements. Worked with students depending on their strengths and weaknesses by breaking into small groups or one-on-one instruction. Completed full assessments of academic and social growth during report card preparation and ensured accuracy of attendance. Actively engaged in faculty committees and sponsored the activities of students.

**Installations Manager January 2004- December 2008**

**MW Construction** *Mays Landing, NJ*

Mastered daily aspects as directed including the distribution of work to installation personnel. Easily conformed to multiple areas of commercial and residential business. Mentored and trained a team of installers in project management, customer interaction and attention to detail. Conducted thorough examinations to provide appropriate estimates and oversaw product installation. Ensured specifications were met according to contract guidelines and relevant policies. Maintained a creative mindset to determine effective planning methods for achieving goals. Flawlessly performed cold calls to generate and remain in contact with promising leads.

* Increased net revenue 13% from 2004-2007
* Increased referral business by 24% 2004-2005

# **Education & Credentials**

**Bachelor of Arts**

*Criminal Law*

Widener University – Chester, Pa

**Associates of Applied Science**

*Accounting*

Atlantic Cape Community College – Mays Landing, NJ

**WSET-Level 2 Certification in Wine and Spirits**

Wine & Spirit Education Trust

*Certified Date 2014*

**Technical Skills**

|  |  |  |
| --- | --- | --- |
| * Microsoft Word
* Microsoft Powerpoint
* Microsoft Excel
 | * Diver
* Salesforce
* Repsly
 | * Go Spot Check
* Program Advisor
* Quickbooks
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