# VICTOR COLE

# ­2950 Ford Road White Lake, Michigan 48383

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**SALES MANAGEMENT EXECUTIVE**

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Uniquely qualified multifunctional sales management professional with a history of sales leadership driven by creative and innovative solutions for key issues following careful research, analysis and planning. Areas of expertise include marketing and presentation skills, exceeding sales goals, and sales team leadership. Highly successful with exceeding regional sales goals and taking the organization to the next level.

**CORE COMPETENCIES**

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* Consistent Sales Leader ⦁ Building Collaborative, Trusting Relationships
* Organized and Disciplined Work Ethic ⦁ Dynamic PowerPoint Presentations
* Identifying Critical Issues & Potential Problems ⦁ Budget and Expense Management
* Training / Coaching / Counseling ⦁ Marketing, Planning and Promotion
* Creating / Implementing Best Practices ⦁ Staff Supervision and Evaluation

**PROFESSIONAL EXPERIENCE**

**Stoller Imports LLC White Lake, Mi**

**National Accounts Sales Manager June 2019 to Present**

Responsible for developing and calling on national accounts in both the on-premise and off premise channels. These accounts include WALMART, WALGREENS, SAFEWAY, MGM, Caesars Entrainment, Buffalo Wild Wings just to name a few. Responsible for presenting the Stoller Imports portfolio as well as develop a marketing and strategic plans for each account based on the needs of the account.

**Southern Glazier Wine and Spirits Las Vegas, NV**

**American Liberty Sales Manager Oct 2017 to June 2019**

Responsible for managing the American Liberty Spirits and Wines division within the Southern Glazier Wine and Spirits organization. Direct a team of 5 Sales Representatives covering the entire state of Nevada with the primary focus in Las Vegas.

**Marie Brizard Wine & Spirits Americas Las Vegas, NV**

**Vice President Western Division July 2016 to Oct 2017**

Responsible for managing the Western Division of this historical French company (est. 1755) and acclaimed producer of liqueur, spirits, wine and other alcohol. Direct a team of 6 Sales Representatives covering the region encompassing 19 states with a budget of $3.2M.

* Created and implemented a Sales Tracking System for my division’s Sales Reps that includes a personalized Excel spreadsheet for tracking daily/weekly goals, weekly group conference calls and individual mentoring. Program adopted company wide.
* Significantly increased sales by 12% overall.
* Decreased operating costs via tightening the budget and reducing “over-delivered” errors. This, plus sales increases has advanced the P&L bottom line to a +4% from -8%.
* Asked to present a “Best Practice” tutorial at the company’s annual national sales meeting due to my ability to turnaround a failing division with low moral to a successful, highly energetic one.

**Victor Cole**

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**Edrington Americas USA Las Vegas, NV**

**National Accounts Manager December 2012 to August 2016**

Manage and call on top level national accounts including resort casinos: MGM, Caesars Entertainment, Wynn/Encore, Stations, Boyd Gaming and hospitality accounts: HMS Host, Laundry’s Aramark, Mastro’s, Cheesecake Factory, and Buffalo Wild Wings. Represent Edrington’s brand portfolio including Macallan, Cutty-Sark, Famous Grouse, Highland Park, Brugal Rum, and Snow Leopard Vodka.

* Provided solid national programs that generated sales and new distribution.
* Created a highly successful and innovative Macallan flight program called “Perfect Pour” with personalized with trays and glasses for Mastro’s Restaurants, saving the account that was previously threatened to close.

**Remy Cointreau USA Milford, Michigan**

**Regional Sales Manager April 2009 to November 2012**

Manage a team of 6 State Managers and 2 Key Account managers with a budget of $2.5 million dollars, handling sales for the states of Michigan, Ohio, Indiana, Kentucky, Missouri, Nebraska, and Kansas.

* Awarded Top Regional Manager (out of 14) in the US for RCUSA in 2012.
* Achieved the “Top State” for USA in 2009 and 2010, achieving goals for budget and volume.
* Worked closely with SWS team in Nevada to plan and exceed all assigned goals.

**AWARDS and Recognition**

* Recipient of “MVP Award” (out of 105 managers) at Silk Vodka’s 2007 National Meeting.
* Most Valuable Player Award-Miller Brewing Co – Top Gun Program
* Awarded Monthly Standard of Excellence – William Thies & Company
* Increased Miller Brewing sales by 17% for a football incentive program
* Recipient of Fosters Regional Sales Incentive – Top of class, Top Gun Academy
* Increased route sales by 22% in fiscal year 2006

**EDUCATION**

**Nova Southeastern University**

Bachelor of Arts, Marketing

**Pembroke Pines College, Florida**

Associate of Arts, Business Administration

**ADDITIONAL SKILLS**

* Proficient with: Windows, MS Word, Excel, and PowerPoint as well as WordPerfect, SAP, NEXUS, COMPASS,DIVER and SALESFORCE