
ROBB C. BITTNER

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EXECUTIVE BUSINESS OPERATIONS LEADER

Established 15 year track record of generating significant profit, controlling costs, and increasing market share. Provides astute financial analysis and strategic planning with practical implementation of initiatives for direct and indirect distribution channels. Secures and manages key sales accounts, achieves preferred status, and establishes both internal and external long-term strategic partnerships. Aggressively identifies opportunities, develops focus, and provides tactical business solutions.

Develops productive and engaged teams by providing clear direction with realistic but aggressive individual and team KPI's as well as ongoing training and recognition. Listens to customers, suppliers, partners and employees to establish honest and open communication. Stays current with market trends and leading edge indicators of market change.

CORE COMPETENCIES

- Strategic Business Plans
- KPI Development
- Business Forecasting
- Pricing & Compensation Analysis
- P & L Ownership / Financial Analysis
- Contract Negotiations
- Regulatory Compliance
- Distributor / Supplier Management
- Talent Development
- Joint Ventures
- New Market, New Account Category Entries & Development

PROFESSIONAL EXPERIENCE**Consultant, Florida****Jan 2019 – Current**

Focused on General Business Operations, Sales Force Design, Sales Process, Strategic Business Planning, Pricing Analysis, Revenue & Profit Management.

HEINEKEN USA, Florida**2015 - December 2018*****Zone Director, Florida Atlantic***

Managed distributor relationships, sales force, pricing strategy, compliance, and all Heineken USA (HUSA) business in the Florida Atlantic Zone - 7 Direct Reports, Total Team of 27.

- Led and helped develop innovative, "feet on the street" transformational market strategies with a focus on key, high profile areas such as Miami. Improved trends plus 8% versus non impacted accounts while maintaining compliance with state and federal statutes.
- Grew share vs total beer in Miami for the first time in five years due to an increase in effective implementation from the sales and distributor teams.
- Handpicked to lead a project team to establish the more effective distributor monthly business reviews. Developed a new process grounded in data insights and collaboration which led to enhanced training for distributor management teams across the country.
- Work with marketing to develop locally relevant brand strategies, messaging, and POS with emphasis on the Miami and Orlando markets. Achieved the most effective HUSA ROI sponsorship in the country, Orlando City Soccer/MLS.
- Member of Heineken's Women's Leadership Forum. Developed future female leaders.

PREMIER BEVERAGE, Orlando, FL

2007 - 2015

General Manager (2012-2015)

Full business unit P&L, warehouse, sales center, and delivery operations management. Led market's selling divisions with approximately 100 employees, 300 suppliers and \$150M in annual revenue.

- Implemented largest market growth in state in 2012, 2013 (3%) and 2014 (7%) outpacing state averages. Focused on training and development, talent recruitment and retention, and superior and innovative incentive programming.
- Worked closely with regulatory agencies to ensure compliance around facilities, sales practices, and document retention.
- Achieved and awarded "Distributor of the Year" from E & J Gallo (2012, 2014) through proper implementation and communication of supplier goals through all four selling divisions.
- Based on employee surveys, achieved highest employee engagement in 2013 in Florida. Achieved this through inspirational leadership, team development and support.

Division Sales Manager/Director of Sales (2007-2012)

Managed 40 sales representatives and managers and \$60M in annual revenue.

- Successfully drove business with market growth for more than 200 suppliers. Despite difficult economic times, achieved 14% division growth in 2010-2011 due to superior execution, strategic implementation of the company portfolio and prioritization of brands.
- Implemented division restructure and territory realignment, including successfully adding sales positions to drive business in profitable channels.

E & J GALLO WINERY, New Orleans, LA

2004 - 2007

State Manager

- Supervised all retail business, more than one million cases, in the state of Louisiana. Efforts included pricing, budgeting and the development and monitoring of all sales KPI's, and local marketing programs.
- Key member of the New Amsterdam Gin product launch strategy team; responsible for budgeting, sales position, branding and sales promotion.

PREMIER BEVERAGE, Miami, FL

2002 - 2004

Area Manager

- Reshaped the division with the creation of vertical teams and a new sales force.
- Achieved 100% retention of key employees during transition period.
- Oversaw the training and development of employees in the Gallo Management Development Program.

EDUCATION

MBA Candidate, Expected Completion Dec 2020
LSU, Shreveport, LA

Bachelor of Science Degree, Business Administration & Accounting
University of South Carolina, Columbia, SC