

Elan D. Klebanow

4666 Hammock Circle, Delray Beach, FL 33445

Cell: 516.382.4884

elankleb@gmail.com

Executive Profile

Sales Leader-a wine & spirits industry sales and marketing professional with extensive experience preparing, developing and implementing tactical and strategic brand plans. Consistently utilizes analytical and financial skills, market trends, and distributor data for successful brand execution. Proven ability to nurture collaborative working relationships with all importer/distributor partners. An industry veteran that consistently delivers on execution of annual brand volume, distribution and profit objectives. Extensive experience leading brand-building sales and marketing initiatives, encompassing setting the vision, developing detailed plans for on-time/on-budget development and execution. A passionate, articulate, industry leader that can build, motivate and manage influential relationships on all levels of the trade.

Key Skills

- Demonstrated ability to interact effectively with senior management.
- Three tier industry experience.
- Pricing, programming, inventory specialist.
- Effective management and control of marketing and A&P budgets, P&L responsibility.
- Detailed knowledge of Beverage industry trends on local, regional, national and global level.
- Excellent verbal, writing, analytical, and persuasive presentation skills.
- Strong negotiation and mediation skills with the ability to both influence and motivate others.
- Computer proficient in Microsoft Office Word, Excel, Access, PowerPoint, Outlook.
- Distributor Diver, Trade Pulse/VIP, reporting proficient.
- People Management, Team leader/player, brand builder, road warrior, commitment to Company objectives.
- Existing trade & distributor relationships throughout the entire US & Canada.

Professional Experience

Viña San Rafael S.A. /DBA Via Wines

October 2015 to January 2020

Regional Sales Director-US & Canada

- Responsible for all US sales and marketing efforts for the Via Wines portfolio of Chilean brands, that include Chilensis, Oveja Negra & Chilcas.
- Manage, coordinate and liaise with Total Beverage Solution, newly appointed US Importer, proactively work with their Regional Sales Directors & Market Managers, representing portfolio in over 40 US markets.
- Developed a new working relationship with a National Wine & Spirits Importer/Distributor, created 11 tactical/private label SKU's, which increased sales revenue over \$50,000.00, which resulted in incremental Ex-Cellar Shipments of 1,400 cases/9 Liter.
- Collaborated with Rex Pickett, famous author of the cult wine movie classic, "Sideways", developed and created Rex Pickett Signature Series Pinot Noir, from Casablanca Valley. US national brand launch scheduled for 2020-Q1.

Luis Caballero S.A.

September 2013 to October 2015

National Sales Manager-USA-Spirits Division

- Created a new US Spirits Division, part of the Caballero Group S.A. portfolio of Companies.
- Successfully launched a new spirits brand, Caballero Liqueur to the US market.
- Assigned Caballero Liqueur to Prestige Wine & Spirits Group (Importer), a division of Johnson Brothers Liquor Company, St. Paul, MN.
- Developed new distribution in 14 US markets, FL, GA, MI, IN, WI, MN, TN, NE, NV, RI, SD, ND, TX, & IL.
- Realized over 3,000 new points of distribution, depleted over 3,000 cases since brand's US launch.

2012 to September 2013

National Sales Manager-USA

- Efficiently work with, coordinate and manage Europvin, US Importer, current wholesalers and distributors within the USA in the promotion, marketing and selling of Caballero Group S.A. and Abadía Retuerta S.A wine and spirits brands. Both portfolios' represent over 17,000 cases shipments in FY'12.
- Developed and implemented new pricing and route to market strategies for Caballero Group S.A. portfolio, which includes sherry, still wines, brandy and vinegar. Effectively utilized corporate marketing and A&P budgets, which resulted in a +48% increase in shipments fiscal year to date, 16,642 cases-FY'12 versus 11,215 cases-FY'11.

Premier Beverage Company-Miramar, FL

2011 to 2012

Sales Consultant-Hotel and Restaurant Wine Division

- Maximize the sales of all supplier brands to an assigned On Premise territory of 90 customers.
- Created and established an efficient account routing pattern, carefully analyzing each account to identify new selling opportunities.
- Implemented new sales and marketing strategies which resulted in an 11% increase in territory's year to date sales revenue, \$1,384,126.00, versus \$1,245,863.00, same sales period last year.
- Achieved a 14% increase in territory's sales revenue during first 90 day sales period, \$357,790.00, versus \$313,074.00, same sales period last year.

Viña San Pedro Tarapacá Wine Group—Santiago, Chile (2009-2011)

2010 to 2011

Director of Sales-US

- Responsible for over 700,000 cases of wine, representing 11 South American wineries.
- Implemented new route to market strategy & initiatives for existing US Importers, Shaw Ross International-FL, Total Beverage Solution-SC, Misa Imports-TX, and Riviera Imports-NY.
- Controlled and leveraged an A&P budget exceeding \$1.5 million dollars.
- Developed new pricing structure for Gato Negro Chilean wine which resulted in 9% increase in depletions from prior year, 616,215 cases versus 567,564 cases.
- Initiated national distribution focus on 1865 Single Vineyard Wines which positively impacted the brand, +29% versus prior year.
- Created new brand awareness campaign for Eagle's Rock Argentinean wines which led to a 67% depletion increase versus prior year.
- Created and developed new line extension to Gato Negro series, Gato Negro Moscato, available May 1, 2011

2009 to 2010

Director of Sales-East Coast

- Responsible for all sales and marketing activity for 11 South American wineries for the East Coast region that included FL, SC, GA, VA, DC, DE, MD, NJ, NY, PA, CT, MA and RI.
- Successfully monitored and managed 4 Importers, which resulted in a 7% depletion increase versus prior year, 451,765 cases vs. 421,955 cases.
- Successfully reintroduced Gato Negro Chilean wines in Connecticut resulting in a 72% depletion increase versus prior year, 8,688 cases versus 5,039 cases.
- Developed regional market brand awareness for icon wine, Cabo De Hornos, realizing a 62% depletion increase from prior year.

Terlato Wines International—(2006-2009)

2008 to 2009

East Region Field Manager-Paterno Spirits Division

- Directly responsible for the formation and implementation of the new Paterno Spirits Division, part of the Terlato Wine Group.
- Successfully launched 2 new spirits brands, Xellent Swiss Vodka and Tiramisu Italian liqueur to the US market.
- Allocated, leveraged, and utilized a marketing budget of \$100,000 directly resulting in 600 new points of distribution for Xellent Vodka and 450 new points of distribution for Tiramisu liqueur during the initial 90 day roll out.
- Hired two Sales & Promotions Managers in NY & FL, focusing specifically in the On Premise channel, targeting predetermined key accounts educating staff, creating brand awareness.

2006 to 2008

District Manager-Premier Selections-Metro NY

- Developed 26 Wine & Spirits brands in a territory that consisted of 4 NY boroughs, Brooklyn, Manhattan, Bronx and Westchester.
 - Liaised, managed and developed positive Distributor relationships with 150 sales reps, 20 District Managers, and 4 Director of Sales, encompassing 4 selling divisions within Empire Merchants.
 - Implemented new pricing strategies on several brands resulting in a 66% increase in depletions versus prior year. Attained Company mandated depletion and distribution goals on 9 of 11 focus brands.
 - Top 3 DM performer out of 36 DM's nationally.
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Education

Syracuse University
Syracuse, NY
BA, Political Science

Additional Language

Conversational Spanish