**JAMES CALLAHAN**

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**Global Sales & Marketing |** **Business Development |** **Team Management**

Dynamic, accomplished Sales & Marketing Leader highly regarded for 25+ years of progressive experience in guiding sales and new business development at a global level. Respected as a motivational, influential leader and collaborator who guides teams and builds sales strategies that consistently exceed expectations. Builds and maintains lasting relationships, driving stakeholder engagement and customer satisfaction through a people-focused approach. Out-of-the-box thinker committed to making continuous improvements in sales processes while utilizing extensive, data-driven market research to foster record business growth.

**Selected Highlights**

* Built out pacesetting 28K-person sales and marketing network reaching 100+ countries to achieve $65M in sales volume during tenure at Jeunesse Global despite significant market volatility.
* Guided launch of India market expansion and incorporated data-driven strategies to achieve the fastest-growing India market team within 1 year, leading to nomination for the prestigious Diamond Impact Award.
* Refocused sales/marketing to focus on differentiation, including building new content involving history and quality of product, resulting in a smooth repositioning that supported new revenue streams for Burgess Cellars Winery.
* Revitalized brand through aggressive engagement market in key marketing opportunities while also removing need for outsourced marketing, saving 20% expense on gross sales.
* Aided in design and launch of GreenFire Restaurant Bar & Bakery, securing impressive first-year revenue of $3.1M (100% above goal).

**Core Competencies**

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| * Sales & Marketing Management
 | * Business Development
 | * Team Building/Leadership
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| * Strategic Market Planning
 | * Performance Development
 | * Negotiations
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| * Global Business Acumen
 | * Training & Coaching
 | * Strategic Partnerships
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| * Communication/Presentations
 | * Brand Management
 | * Market Research/Analysis
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**Professional Experience**

**Jeunesse Global | Orlando, FL | 2014 – present**

**Independent Distributor – Global Sales and Marketing Team Development**

* Established pacesetting 28K-person sales and marketing network reaching 100+ countries achieving $65M in sales volume during tenure despite significant market volatility.
* Direct extensive product/compensation training and other efforts to bolster communication, stability, positivity, and collaboration amongst global partners while simultaneously bringing down distributor attrition by 70%.
* Designated as key speaker and presenter at events, engaging industry leaders and building the company brand.
* Launched India market expansion and incorporated data-driven strategies to achieve the fastest-growing India market team within 1 year, leading to nomination for the prestigious Diamond Impact Award.
* Achieved Ruby Director rank (top 2% of distributors), and act as a trusted resource for executive leadership.

**Burgess Cellars Winery | St Helena, CA | 2006 – 2016**

**Regional Sales Manager**

* Aligned with owners to overhaul a dated market strategy and branding to achieve growth in depletions, profit, and brand visibility by up to 50%, excelling against high-profile US and European wineries.
* Realized 50%+ reduction in inventory levels in first 3 years, outpacing goals by 100% despite various challenges.

**Burgess Cellars Winery achievements, continued**

* Refocused sales/marketing to focus on differentiation, including building new content involving history and quality of product, resulting in a smooth repositioning that supported $1M in new revenue.
* Realigned distributor network as the principal liaison with multiple stakeholders.
* Led transformational change of sales behavior to dedicated grassroots sales efforts, elevating brand value and achieving high impact market visibility.
* Reinvigorated brand through aggressive engagement in key marketing opportunities while also removing need for outsourced marketing, saving 20% expense on gross sales.
* Established new pricing strategy to capture key on-premise opportunities, boosting accounts sold by 300% combined with a drastic inventory reduction; trained national distribution partners on all relevant sales functions.
* Aided product rebranding as a trusted resource with market functions.
* Increased price points and profitability of 3 core offerings to support $1.5M in new revenue year-over-year.
* Chosen to handle additional duties throughout tenure, covering 18 additional B & C level States/Distributors.
* Brought on 3 independent Broker partners to enabled effective scaling during rapid expansion.

**GreenFire Restaurant Bar & Bakery |** **ROCKFORD, IL | 2012 – 2014**

**Managing Director - Partner**

* Aided in design and launch of a restaurant concept that overachieved on objectives with $3.1M in first-year revenue.
* Implemented an innovative bar design and wine program that was quickly adopted by regional competitors.
* Noted for essential contributions in securing financing, planning and construction build-out of empty restaurant space with a $250K budget, employing industry best practices to limit unnecessary expenditures.

**MetLife Financial Services | Rockford, IL | 2005 – 2006**

**Financial Services Representative**

* Achieved Rising Star rank out of 30 employees; created innovative team sales & administrative program.
* Attained $1M+ in assets under management within first year.

**Additional Experience**: Area Sales Manager, Southern Wine & Spirits, 2003 – 2004 / District Manager, Union Beverage Co., 2000 – 2003 / Viking Distributors, Co-Owner - Director of Sales and Marketing, 1996 – 2000 / Sales Representative & Vice President – Sales Manager, Pacific Wine Co/ River City Distributing, 1992 – 1996

**Education**

**Northern Illinois University:** *Bachelor of Arts, English/Minors, Spanish and Business Administration*

**Additional Credentials**

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| **Technical Skills** | Microsoft Office (Word, Excel, PowerPoint, Outlook, Access, Publisher) / Microsoft Visio / Microsoft SharePoint / Google Docs / Google Drive / Google Calendar / Google Plus |
| **Languages** | English / Spanish |
| **Honors & Awards** | Salesman of the Year – Pacific Wine Co/River City Dist. |