

MICHAEL SOMMER

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Proven Sales and Leadership history with stellar 22-year career generating profitable growth in the food and beverage industries. Productive and Progressive career spans general management, national accounts, sales management, marketing, brand management, field sales, and human resources. An inventive and captivating leader committed to integrity, driving results, and developing productive long-term partnerships with customers and employees. Determined and strategic with the ability to evaluate situations, consider divergent options, and use data and creativity to take decisive action. *Core competencies include:*

- Business Development & Expansion
 - Continuous Learning Skills
 - Budget Management
 - Organizational Leadership
 - High Business Acumen
 - MS Office, Diver, TradePulse, VIP/I-DIG, SNIR, NIR
 - Brand Planning & Positioning
 - Strong Verbal & Written Skills
 - Strong Time Management Skills
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PROFESSIONAL EXPERIENCE

Vintage Wine Estates-Northern California - 42,000 cases
Reporting to The Western Regional VP

Northern California Regional Sales Manager (2018 – Present)

- Led US wine sales with +40% top-line sales growth for Top 14 SKU's for H1 of TY
- Grew A/S from 2,047 A/S to 2,661 A/S this YTD
- Nurtured regionally-based accounts including K&L, Mollie Stones, Wine.com and others
- Developed a successful On-Premise Program to gain new A/S on Clos Pegase. Swanson, Sabotage, and Delectus
- Conducted Monthly, Quarterly, and Full Year Reviews
- Established Depletion and Account Sold Goals for all Distributors
- Conducts Mid-Month and End of Month follow up via emails and phone calls vs. goals.
- Managed T&E, DA, Incentive, Promotional and Sample budgets
- Spearheaded the National Sales Meeting Team Building and Culture initiatives.
- Developed a New National Pricing model for all brands (56 Brands) across the entire US.
- Proficient in MS Office, Diver, TradePulse, VIP/I-DIG, SNIR, and NIR

Mid-West Regional Sales Manager (2014 – 2018)

- Grew territory IL, WI & MN from 22,000 cases to 33,000 cases in depletions
- Increased Accounts Sold from 1823 A/S to 3068 A/S
- Nurtured regionally based national accounts including Binny's, Costco, Jewel-Osco, and others
- Gained over 25 new placements in Binny's
- Led national wine sales with +22% in our LUX portfolio 2016-2017
- Grew Gouguenheim Brut from 90cs to over 3500cs in Illinois
- Led the US in TETWP Breast Cancer/Purple Cowboy program vs. GOAL

- Received Regional Manager of The Year award (2016)
- Received Certified Sommelier-CMS
- Received WSET II certification
- Proficient in MS Office, Diver, TradePulse, VIP/I-DIG, SNIR, and NIR

Southern Glazer's Wine & Spirits-Bolingbrook, Illinois

On-Premise Key Account Specialist (2012 – 2014)

- Increased territory Sales by 20% over the entire territory
- Led Territory in Champagne/Sparkling category growth (+25%) for two years.
- Grew wine List percentage from 24% to 78%
- Led the team with 10 Wine Lists at 100% of our brands.
- Within the first year, I was promoted to the top territory in the division
- Used relationships and creativity that led to being recognized for being in the top 5% of my division while attaining an average of 120% of my monthly goals.
- Conducted wine dinners, tastings, staff trainings,
- Ensured supplier distribution goals were met within the territory
- Solicited sales in assigned accounts to achieve sales objectives as well as evaluate new business opportunities
- Developed multiple successful supplier programs for my territory
- Prepared professional sales presentations for each call tailored to current supplier programs and the needs of the customer.
- Proficient in MS Office, Diver

Portfolio Manager-Luxury (Treasury Wine Estates) (2010 – 2012)

- Increased accounts sold throughout the territory by 52% with luxury Brands
- Grew Depletions on LUX Brands by 27% vs. LY.
- Led the State in Penfolds LUX growth, +35% depletions
- Responsible for the development and success of the supplier's portfolio of brands.
- Sold to accounts in trade channels including On-Premise and/or Off-Premise customers
- Drove brand success via leadership selling against trade channels and actively supporting the selling efforts of sales reps, district managers, and key account specialists within the wholesaler.
- Led all parts of the sales process, including targeting appropriate accounts, lead selling, education and positioning brands for success within the account.
- Regularly interacted with field management for updating programming and brand priorities, brand standards, and best practices leading to successful execution in the market.
- Provided detailed tracking reports of wholesaler performance against agreed to supplier objectives.
- Developed key account relationships that deliver measurable results.
- Worked with key assigned teams to deliver monthly goals (work-withs, product training samples, etc.)
- Coordinated dinners, trade events, account tastings, SWS events.
- Compliance tracking on national account programs.
- Proficient in MS Office, Diver