**John P. Mischler**

johnmischler59@gmail.com Cell (404)579-2095

**Profile**: Sales professional with extensive experience in penetrating new markets and expanding product lines. Proficient in creating and conducting consumer promotions and tastings. Excellent at multi-tasking, problem solving and follow up. Successful in assuming leadership role, motivating teams and working with all levels of management.

**Habersham Vineyards, Helen, Ga April 2019 to November 2019**

**Sales Manager**

* Worked with distributors to reverse a 5-year decline in sales away from winery
* Developed bottling schedule to keep pipeline full and reduce backorders to distributors.
* Assisted production by finding less expensive sources for bulk wine and distilled spirits

**Pappadeaux Seafood Kitchen 2015 to 2019**

**Private Event Coordinator, Headwait, Trainer**

* Instituted Private Dining program for $14 Million Dollar restaurant.
* Provide superior dining experience through excellent Private Event Execution.
* Was instrumental in training service staff for Pappadeaux’s newest location, resulting in it quickly becoming a top five restaurant for the company.
* Conducted wine and alcohol seminars for service staff to improve knowledge and increase sales

**Wine Pro Sales and Marketing**

**Owner 2007-2017**

Working with small to medium sized distributors and brands, successfully built a business growing sales and distribution in the alcoholic beverage industry. Projects have been both short term and long term. My clients have included:

#### Bacco Fine Wine, Account Executive

* Expanded distribution of wine, opened new accounts and re-activated dormant accounts for small distributor of boutique wines
* Conducted public tasting and staff training to drive sales and build brand exposure

Cameron Hughes Wines, Brand Ambassador

* Introduced Cameron Hughes Wines to Atlanta Metropolitan area Costco’s and Sam’s Wholesale Clubs.
* Conducted successful weekend “Road Show” in Norfolk ,VA Costco.
* Established numerous shift sales records for each location
* Staffed and conducted customer appreciation events for 100 to 300 honored guests

#### Gusto Brands, Account Executive

* Grew Account base from 10 accounts to over 130 accounts
* Allowed Gusto Brands to further expand by turning over 30 accounts to help create new sales territory
* Conducted public tasting and staff training to drive sales and build brand exposure

Other clients have included Nestlé’s, Metro Premium Wines and Artisan Beverages of Georgia

**CAVALIER BUSINESS COMMUNICATIONS, ATLANTA, GEORGIA**

#### Senior Account Executive 2006 –2007

* Qualified potential customers with a combination of cold calling, telemarketing and networking
* Prepared proposals based on the clients needs and growth expectations

## General Wholesale Company, Atlanta, Georgia

### On Premise District Sales Manager 2001 – 2006

### Supervised five to six sales representatives covering 800+ accounts

### Increased wine depletions 32.8% while increasing total depletions by 17.7%

### Conducted Wine Dinners with various restaurants and Country clubs including Sugarloaf CC and Smokerise CC.

### Developed sales representatives’ ability to prepare wine presentations and staff trainings

### Won incentive trips to Wente Vineyards and Playboy Mansion (via Rolling Rock)

### Successfully created two new sales territories

### Worked with suppliers to develop brands

### Produced Salesman of the Year for four consecutive years

**Sales Representative**                                                                                                                                     **1999 - 2001**

* Managed territory of 150+ accounts
* Increased wine depletions by 93% while increasing overall depletions by 19.6%
* Won salesman of the month four times in 14 month time period
* Assisted with High Museum Wine Auction Tasting, Wine South Tasting and Marriott Gold Standard Wine Dinner

**Other Management Positions**

**O’Charley’s Restaurants**

## Cracker Barrel Old Country Stores

## Riverside Inn, Lewiston, New York

## Foley’s Department Stores, Houston, Texas

## Hyatt Regency New Orleans

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# EDUCATION

**Rochester Institute of Technology**, **Rochester, New York**

College of Business

Bachelor of Science, Food Administration

**Wset Level 2**