

Victoria Tonini

Sales Management - Training -
Innovation - Account Management - Food
& Beverage



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Lake Tahoe, NV, United States

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<https://www.instagram.com/crispvictorias/>



ABOUT ME

I am a lover of all food and beverage. In my roles over the past 10 years I have managed retailer programming, innovation of new products, national accounts and business development. I have been fortunate enough to work closely with distributors and key retailers to grow their business and revenue and in return grow mine. I have used my culinary and beverage background to forge strong relationships in this industry.

EDUCATION

- 2020 • Enology Certificate
Washington State University
Richland, WA, USA
- 2011 • Brewing Science
Siebel Institute
Chicago, IL, USA
- 2004 • BS Business Management
University of Tulsa
Tulsa, OK, USA
- 2001 • Culinary Arts
Tulsa Technology Center
Tulsa, OK, USA

SKILLS

- Nielsen, iRi, VIP
- Competitive sales strategizing
- Creative business development
- National & regional programming
- Public speaking and training
- Microsoft office/Mac OS
- Customer Relationship Management

WORK EXPERIENCE

2020
-
2019

Director of Sales

Battle Born Beer | Reno, NV

Distributor and retailer market strategy, build programming and pricing strategy, build and maintain chain account relationships, develop regional sales plan for volume and growth, manage key accounts and distributor relationships, plan distribution expansion, train and develop sales reps, distributor and retail

2019
-
2012

National Accounts, Innovations, Business Development
MillerCoors | Western US (CA, ID, AZ, WA, OR, NV)

Business development with key national accounts, sales programming for key national and regional account, build volume growth plan, manage portfolio of brands with distributors and retailers, culinary development with on-premise, sales and education training, new product innovation, custom product development,

2009
-
2005

Regional Director of Sales

Motorola Inc | Western, US (CO, ID, WA, CA, NV, MT, OR, WY, NM, UT)

Annual sales and marketing budget, sales campaigns, sales expansion planning, trained and deployed field sales teams across 9 states, drove annual revenue volume increase of 18% YOY, fostered relationships with authorized dealers

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Organizations

- American Culinary Federation
- Brewers Association
- Young Professionals of Nevada
- United States Association of Cider Makers
- Guest Lecturer - Flavor Experience, Night Club & Bar, VIBE Conference

Certifications

- 2018 ● Advanced Cicerone
Cicerone.org
- 2013 ● Certified Artisan Cheesemaker
California Artisan Cheese Guild
- 2011 ● Certified Sommelier
Court of Master Sommeliers
- 2009 ● Project Management Prof.
PMI

Interests

- Languages: English and basic Spanish
- Enology/Wine Blending
- Food Pairing
- Traveling anywhere and everywhere
- Wine/Beer/Cheese/Chocolate
- Running, kayaking, hiking, skiing

WORK CONTINUED...

- 2020 ● Consultant
- V Tonini Food & Beverage | Stateline, NV
2009
Wine and beer pairing seminars and educational training, event planning, budget management, custom artisan products, corporate team building and executive training events, menu development, cooking classes, product innovation, brewing lessons, wine blending
- 2005 ● Field Marketing Manager
- US Cellular | Tulsa, OK
2001
Spearheaded customer retention program, customer analytics, developed customer retention campaign and customer acquisition programming, data mining, in market execution of marketing programs.

COMPUTER PROGRAMS

Microsoft Office (Excel, Powerpoint, Word, Outlook)



Mac OS



CRM (Lilypad, Salesforce, Building with Beer)



Human Relations (no computer required)



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REFERENCES

Trevor Straker

VP of Marketing
Reyes Distributing
Former colleague
Known 10rs
510-682-7350

Mike Shea

General Manager
Columbia Distributing
Former Colleague
Known 10rs
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Lynn Mayugba

Co-owner
Bandera Restaurant Group
Former Colleague
Known 8 years
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Mike Wall

General Manager IN, IL, MI
MolsonCoors Beverage Co.
Mentor/Formal Colleague
Known 6 years
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