**TIMOTHY A. TURNER**

2515 Freeland Court, Naperville, IL 60564 [timothyturnera@gmail.com](file:///C%3A%5CUsers%5CLaptop%5CDesktop%5Ctimothyturnera%40gmail.com) 630.988.5908 [linkedin.com/in/timothyaturner](http://linkedin.com/in/timothyaturner)

SOCIAL Sparkling Wine, ***Vice President of Sales*** 2019 - Present

I am responsible for national strategy, expanded organizational structure and sales execution through some of the largest on and off premise retail chains and a reputable, best in class distributor network reporting to the Founder and CEO of a start-up wine company.

* Achieved 2019 sales and financial goals with double digit sales and revenue growth; negotiated a 2020 plan with triple digit sales and revenue growth and significant incremental investment
* Drive volume and distribution growth by building retailer and distributor relationships, an excellence in execution business model and unparalleled customer service
* Work closely with our Director of Finance & Operations in order planning, forecasting, inventory management and logistics at two domestic production facilities
* Hire, train and develop a new team of six Regional Sales Managers based in key markets in the states of California, Illinois, Florida, Texas and New York
* Build strong relationships with key on and off premise chain accounts (e.g. Costco, Kroger, Target & Walmart) and distributor leadership at Young’s, RNDC, Breakthru and ABI
* Launching a new can and bottle design in 2020 featuring updated packaging and refreshed branding via national advertising, digital media and local trade spending
* Attend monthly board meetings with our investor and ownership team; participate in the annual equity financing process raising capital to forge investment in resources and innovation
* SOCIAL Sparkling Wine is currently a top selling canned wine, the fastest growing brand and leads the category in sales per point of ACV according to Nielsen 52 week data
* Developed Costco into our top retail account in 2019 through a “Roadshow” concept supported by custom POS, pallet buys and live “Owner” demos to drive trial and brand awareness

WALGREEN CO., ***Senior Category Manager – Beer, Wine & Spirits*** 2010 - 2019

Responsible for creating $1B in sales and $200M in profit for a start-up category at Walgreens through our legacy, flagship, vision and corner store formats for the beer, wine and spirits category. I managed ongoing business through insight-led decision making, assortment optimization, category marketing, visual merchandising and vendor management to optimize the return on invested capital.

* Consistently achieved annual sales, profit and gross margin goals based on our “Everyday Need” category role and the development of our beer, wine and spirits vision, strategy and tactics
* Responsible for an 11 person beer, wine and spirits team including seven Merchandising Assistants, one Merchandising Analyst and three Associate Category Managers
* Hired, trained, developed 23 former adult bev Merchandising Assistants and Associate Category Managers building a bench of future leaders; also mentored six non team members
* Managed a 23 member vendor sponsored Category Management team held accountable for category insights and recommendations, planogram development and reset execution
* Networked with non team members through a matrix organization to drive strong category results (e.g. Space Management, Merchandise Planner, Commercial Insights, Supply Chain)
* Executed the national rollout of more than 6000 beer, 5300 wine and 1700 spirits licenses and now the largest license holder in the total beverage alcohol industry
* Launched leading drug and convenience store trade channel opening price point Control Label wine and spirits brands to provide a local point of difference at better than national brand margins

W.J. DEUTSCH & SONS, LTD., ***Division Manager, North Central*** *2006-2010*

Responsible for the planning, development and implementation of all tactical sales activities as well as trade/customer marketing activities, to enhance the growth and profitability of the W.J. Deutsch brand portfolio throughout the nine states of the North Central Division. Manage four Region Managers and seven District Managers to meet our depletion goal and gross profit goal of 1.3M cases and $17.2M.

 Consolidated the Michigan wholesaler network from 5 master wholesalers to two and from 20 sub-wholesalers to eight. Initiated sub-wholesaler network supplier communication and developed and mandated brand/SKU distribution and inventory requirements

  Negotiated the local brand spends and wholesaler partnership agreements to reduce costs and increase revenues to meet our annual fiscal budget goals in the states of IL, IA, WI, MN, OH & MI

 Expanded the wholesaler partnership agreements to include Republic National Distributing Company (ND & SD), National Wine & Spirits (MI & IN), Vintage Wine Company (MI), General Beverage Sales Company (WI) and Bellboy Corporation (MN)

 Sold the W.J. Deutsch & Sons executive management team on the features and benefits of a North Central Division based Region Chain Account Manager. Regional account depletion and distribution performance has consistently outpaced success at the National account level

CONSTELLATION WINES US, ***Division Vice President, Central*** *2001-2006*

Responsible for achieving the Pacific Wine Partner division’s depletion and shipment plan of 600K cases in a 13 state market area. Managed the sales activities of ten Regional, Area and Chain Account Managers to deliver the division’s sales and profit goals of $33M and $13M respectively.

 Consistently achieved fiscal year end depletion, shipment and profit goals earning Division of the Year runner-up status in FY03, FY04, FY05 and FY06

  Averaged over 10 points annual All Commodity Volume growth on each of our priority brands in national and regional off premise chain accounts in the Central Division over the past 52 week period

 Achieved a Blackstone Brand Development Index of 95 versus a Consumption Development Index of 76 in the Central Division.

THE GAMBRINUS COMPANY, ***North Central Zone Director*** *1999-2001*

Established the 11 state North Central Zone goals and strategies and managed its execution through the field sales staff of ten and network of 182 wholesalers to achieve volume and share of market goals. Maximized distributor execution against The Gambrinus Company brands (i.e. Corona).

 Recruited and hired sales and office personnel and developed staff into an effective sales unit

 Created new package and brand expansion opportunities in key markets; increased Moosehead SKU's to improve brand's shelf presence, identified opportunities to expand Shiner into Illinois and Missouri, developed pricing actions to build Moosehead in Canadian border states, rebuilt Pete's in key markets and initiated a Pete's rebate program in the Zone

 Restructured Pete's distributor network in Chicago and out-state/downstate Illinois; developed brand consolidation plans in Michigan, Wisconsin, Missouri and Indiana

 Increased North Central Nielsen Scan track share of market on Moosehead Lager 30% from January 2000 to September 2001 and increased Nielsen Scan track share of market on Shiner Bock 25% from January 2000 to September 2001

E. & J. GALLO WINERY

***Senior Vice President/Chief Operating Officer,*** Central Beverage Co., Inc., IN 1986-1999

Recruited to lead the operations of a $10M wine and beer distributor with 37 employees. Responsible for sales, marketing, human resources, accounting and inventory control.

 Increased net income by $285K through the reduction of sales and operational expenditures

 Reduced overtime hours and dollars by 85% through the restructuring and re-evaluation of systems and processes

***Assistant Division Manager*** – Gallo & Vintage Divisions, MO, KS, OK

***Division Manager*** – Vintage Wine & Spirits Division, MO, KS, IA, NE

***Area Manager***–Vintage Wine & Spirits Division, MO, IA, NE

***Area Sales Manager*** – Johnson Brothers Wholesale Liquor Company, MN

***State Manager*** – Vintage Wine & Spirits Division, MN

***Regional Cross Merchandising Manager*** – Vintage Wine & Spirits Division, OH, MI, IN

***Field Marketing Manager*** – Vintage Wine & Spirits Division*,* OH

CAREER HONORS & AWARDS

IntoWine.com Top 100 (#3) Most Influential People in the U.S. Wine Industry

Market Watch Leaders Class of 2017/Market Watch Leaders Alumni Class

Wine Enthusiast Wine Star Award Retailer of the Year Nominee

Walgreens Daily Living SUCCESS Leadership Award (Inaugural Year)

Walgreens Champion of Champions Nominee (Inaugural Year)

**EDUCATION**

Baldwin-Wallace College, Berea, Ohio, MBA – Coursework

Bowling Green State University, Bowling Green, Ohio, BS – Business Administration

Majors: Sales Management and Marketing Research