***RESUME***

## *Sales and Key Accounts Management- Strategic Planning - Global Product Management*

Professional Experience

Visionary, results-focused Manager with extensive, distinguished experience in operations, sales and marketing, imports/exports, multi-channel product distribution, strategic positioning, P&L management, and strategic planning. Clear-thinking leader, with proven success in identifying and penetrating new markets, strategic thinking and problem solving. Exceptional track record of augmenting sales, market share, and revenue growth. Professionalism teamed with raw energy.

Core Competencies

|  |  |  |
| --- | --- | --- |
| * Sales & Marketing * Brand Management * Multi-Channel Distribution * Product Launch/Development | * Account Management * Global Strategic Alliances * High-Impact Presentations * Public Speaking | * Market Research/Analysis * Strategic Market Planning * Market Penetration * Bilingual (Spanish/English) |

**XXI WINE & SPIRITS - (**Sept. 2017 – Present), Miami, FL

**Sales Manager**

Development of accounts focus in Broward County, with some key accounts in South Florida. Sales and Distribution of a great portfolio of craft and luxury spirits and wines brands from around the world. Focus in Wine Shops, Wholefoods stores, Specialty stores, Hotel and Restaurants. Organizing tasting and events in On Premise Accounts with Wine Makers and special events with consumers to promote sales focus in luxury and collector items. Staff training in Restaurants to increase awareness and education of brand placement.

**WEBB –BANKS LLC -** (Nov. 2015- August 2017), Miami, FL

**Area Sales Manager**

Strategy and Sales in part of the Caribbean (Bahamas, Bermuda, Cayman as examples) and Central America for portfolio of brands: Spirits (The Edrington Group- Tito’s Vodka- Illva- Saronno- Constellation Spirits) and Wines (Treasury Wine Estates, The Wine Group, Wagner Family, Copper Cane, Frescobaldi, among others) for domestic markets. Sales training, Distribution, Promotions and Brand development and new placements. Relation with Distributors.

**MNG’s CONSULTANCY SERVICES-** (Sept 2013- November 2015) Margate, FL

**Professional Services- Owner**

Some of customers: **Bodegas La Rural** (Argentina)for the Caribbean Region, open markets: Bermuda, PR, Haiti and Dominican Republic.

**Veedercrest Winery & Strategic Importers:** As Sales Consultant for Business Development in Florida market.

**Grupo Pierola** (Spain) Strategy for the brands in the **US and Canada:** Contracted the National Importer and launched the brands in NY/ PA & FL. Act as **Brand Ambassador** in the **US** market and contacting key accounts in Florida’s market as Wholefoods/ Total Wines/ Trump Resort/ Biltmore Hotel/ Mandarin Oriental/ Disney/ Boca Raton Resort/ B21/ Wine Watch/ ABC Liquors to help development of business and sales. In **Canada:** Extension ofDistribution in Ontario & Quebec market.

Business development for Graziano’s Import in Broward territory opening accounts for the Portfolio of brands from Argentina, Chile and Italy.

**STANSFELD SCOTT INC. -**(Jan 2007- Sept 2013) Oldsmar, FL

**Caribbean Portfolio Director Wines**

Undertaken full responsibility for the marketing and profitability of the products and markets assigned (more 25 countries in the **Caribbean Region**). Brands portfolio: Constellation Brands, Accolades, Catena Winery, Luca, Santa Rita Group, Distell, GIV, Lanson among others. Conduction of market research to evaluate sales potential of products, inventory levels, stock rotation and sales, recommendation of best practices to importer/distributor in each market assigned. Presentation and training as part of the motivation at Distributors’ personnel. Travelled +50 % of the time to be in contact with key customers and distributors’ sales team. Creation of marketing initiatives and root to market- activities and supervised a team of 4 internal Country Managers. Developed promotional campaigns and incentive programs in the region using tools, KPI, scorecards in accordance with suppliers’ budgets. Keep close relation with suppliers.

**PREMIER BEVERAGE Co. Distributor- FL** **/ AUGUSTAN IMPORTS DIVISION -**(May 2005- Jan 2007) Miramar FL

**Territory Manager- Key Accounts Manager**

Sales presentations and wine dinners with customers for the Luxury brands of the Augustan Import Portfolio. Staff Training in Restaurants. Established key relation business and performance with Boca Raton Resort/ Capital Grill/ Season’s 52/ Wholefoods/ Johnny V/ Wine Watch/ The Breakers. Ensuring maximization of Company assets and return on investment.

Solving customer concerns and issues. Within the territory with more than 100 active accounts. Interacting with Premier Beverage key people (our parent company) in the marketplace and providing valuable service to the accounts

**FREDERICK WILDMAN & SONS LTD**. – (Jan. 2001-July 2004) New York, NY

**Regional Brand Manager USA and Canada**

Established wine importation company – one of the most recognized importing company in USA*.* Oversee national sales and marketing programs for the 3 leading South American (Grupo Penaflor) wine brands throughout the **USA and Canada**. Manage relationships with customers and wholesalers. Represent company at public relations events and trade shows. Manage home office, including financial and administrative functions. Creating initiatives, root to market, incentive programs and POS material for US market.

**GRUPO PENAFLOR S.A. – (Sept 1996- Jan 2001)** Mendoza- Argentina

**Export Manager – International Trade Dept.**

During 1996 part of Santa Ana Brand development, transfer to Trapiche brands in 1997.

Led international trade operations for Trapiche Winery within key **USA, Canada and Caribbean** markets. Managed stock in origin and destination countries. Oversaw budgets and administrative functions. Focus during 1997 and 1998 in the Export Business toward **UK** market with own brands.

Promoted to work under Frederick Wildman & Sons who had the importation rights for Penaflor’s brands in the US.

**DIAGEO EX UDV (CINBA ARGENTINA)-** (Oct 1993- Sept 1996) Buenos Aires- Argentina

**Project Area Export**

Focus in the Export strategy for Navarro Correas’ brand, with development in USA and Canada. Increasing business in **Europe and Latin America**, with good incremental business in Brazil and Peru. For domestic market assigned as brand manager for Laurent Perrier Champagne, Santa Rita Wines and other wine brands from Diageo

**Education**

* **Bachelor of International Business Administration- Degree** • UADE University, Buenos Aires- Argentina (1993)
* Unfinished Master of Business Administration Degree, Major in Strategic Marketing UCES, Argentina (1998)
* **Advance Certificate WSET** (IWC) -New York, NY (2004)
* **Negotiation and Management programs:** 1995/ 2007/ 2010 – **Training Excel & Writing skills:** 2011 & 2012

**Professional Associations & Business tools**

* Member of Wines of Argentina (1995 to 2001) Argentina
* Participated in International Fairs as supplier: Vinexpo, London Wine Trade Fair, IAADFS (Duty Free) and Food & Wine Festivals in US and in Canada.
* Technologies: Computers, Outlook, Power Point, Word, Excel, Access, Social Media, Quick Books.
* Public Speaking, Negotiation skills, Trainings and Education Programs Beverage Industry at all levels.