

# LOUIS J. MEDLEY III

1838 BIMINI WAY, VISTA CA | lmedleyiii@aol.com | 215.669.1436

**SUMMARY** | Seasoned sales and marketing professional as well as accomplished manager and team player who is organized, efficient, results driven and methodical when executing complex tasks.

## SKILLS & ABILITIES

- Extensive experience with promotions and event management
- Deep understanding of inventory management and merchandising
- Complex budget management knowledge
- Previous experience with hiring and training staff
- Cultivating strong relationships with local and national clients
- Working knowledge of market strategy and development
- Strong oral and written communication skills, including presenting to a range of audiences
- Proficient in Microsoft Office, Excel, PowerPoint

## EXPERIENCE

### **SOUTHERN CALIFORNIA SALES MANAGER, GK SKAGGS**

JULY 2021-PRESENT

- Responsible for managing and building relationships with multiple distributors in SoCal.
- Managed Chain Accounts and Key Independent Retailers in Southern California.
- Responsible for managing distributor partners orders.
- Responsible for expanding sales activations in the specialized market and general market for the representation of GKS's portfolio .

### **NORTH JERSEY ON-PREMISE STATE MANAGER, REMY COINTREAU**

NOVEMBER 2017 – MARCH 2020

- Mentored and trained direct sales personnel on how to sell our products, resulting in territorial growth of 3.7% in market share from April 2018-March 2019:
  - Grew sales for The Botanist (On-Premise) in NJ April 2018-March 2019, +50.2% vs LY
  - Grew total sales for LOUIS XIII (On-Premise) in NJ April 2018-March 2019, +11.2% vs LY
  - Grew total sales for Cointreau (On-Premise) in NJ April 2018-March 2019, +13.4% vs LY
- Worked with Field Marketing in the development and execution of all national programs as well as local planning meetings.
- Assisted the Regional Sales Director in preparations for all distributor QBR's and lead the QBR for the on-premise in the state.
- Monitored and operated within price marketing and stated travel budget.

### **STATE OF PENNSYLVANIA STATE MANAGER, REMY COINTREAU**

JANUARY 2016 – OCTOBER 2017

- Responsible for contributing to the achievement of the Divisional profit and volume goals by working directly with Key Distributor Sales Management and Sales Representatives in the proper execution of all Divisional Marketing and Sales programming:
  - Grew total sales for LOUIS XIII in PA from April 2016-March 2017, +10.2% vs LY
  - Grew total sales for Remy VSOP in PA from April 2016-March 2017, +12.4% vs LY
  - Grew total sales for Remy 1738 in PA from April 2016-March 2017, +32.6% vs LY
- Managed all On and Off -Premise sales activity as it related to Pennsylvania including but not limited to sales distribution, programming, sales activation, pricing and account management.
- Presented in advance all sales programs to the Supplier Brand Manager and Director of Sales for activation.
- Defined and implemented the sales program and measured the results throughout the process to completion.
- Executed all local market programming as validated in the Planning meeting, including working closely with key distributor personnel within each Division (i.e. Field Sales Managers) to ensure the proper execution of the program.

**SOUTH JERSEY/PHILADELPHIA KEY ACCOUNT MANAGER, REMY COINTREAU**  
AUGUST 2011 – DECEMBER 2016

- Managed On/Off Premise Market in Southern New Jersey.
- Managed On Premise Market in Pennsylvania.
- Established and maintained relationships with bartenders, account managers, and account owners at assigned accounts to facilitate new points of distribution and depletion growth:
  - Became the local “face of” Rémy Martin
  - Identified/helped fill distribution gaps
  - Placed and refreshed Rémy Martin Point-of-Sale materials in assigned accounts
  - Implement wholesaler MBO’s

**BARTENDER, MINT LOUNGE**  
MAY 2009 – JULY 2011

- Responsible for setup, maintenance, and operation of the bar, including knowledge of inventory on-hand and drink pricing.
- Responsible for orders or requisitions liquors, and other beverages and supplies.
- Demonstrated a positive, interpersonal skill with customers and co-workers.
- Functioned as a supportive team member during shift.

**MARKET MANAGER, MILLERCOORS BREWING COMPANY/STAGE 2 MARKETING**  
JULY 2007 – MARCH 2009

- Implemented a sound strategy utilizing channel specific resources and creative brand marketing programs to stimulate growth.
- Developed relationships within targeted on-premise accounts, supervising all on-premise brand activity and ensuring the proper execution of promotions and special events.
- Recruited, hired, trained and managed a staff of promotional specialist.
- Maximized sales opportunities for CBC brands and achieved brand standards, marketing objectives, and growth goals within each targeted account.

**SALES REPRESENTATIVE, ORIGLIO BEVERAGE**  
OCTOBER 2006 – JULY 2007

- Oversaw objectives for each company cycle, including building and maintaining relationships with owners and merchandising all accounts with supplier point of sale.
- Consulted accounts with price promotions and ran promotions in key accounts.
- Responsible for new distribution of supplier products.

**SALES REPRESENTATIVE, CAPITAL WINE & SPIRITS**  
OCTOBER 2003 – OCTOBER 2006

- Maintained and exceeded monthly objectives.
- Obtained Certified Beverage Professional certification.
- Earned distinction of 2005 Sales Representative of the Year.

**EDUCATION**

**MORAVIAN COLLEGE, BETHLEHEM, PA**  
B.A. BUSINESS ECONOMICS WITH CONCENTRATION IN FINANCE

**PROFESSIONAL HISTORY**

- Sales Training
- Budgeting
- Salesforce Planning
- Sales Incentive Compensation
- Sales Channel Effectiveness
- Distributor Management
- Product Distribution Planning
- Market Segmentation
- Sales Strategy Enablement
- A&P Planning

