**BRIAN J. O'CONNELL**

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Professional Summary

Goal-oriented Senior Sales Representative with 18 years of experience in the Beverage-Alcohol industry. Highly motivated with reputation for meeting and exceeding sales goals. Skilled in account maintenance, data analysis and customer service with an aptitude for training and mentorship.

Skills

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| * Sales Management * Wholesaler Management * Retail Sales * Budget Planning and Management * Product Marketing and Promotion * Special Events | * Merchandising * Quality Assurance * Logistics * Market and Pricing acumen * All Microsoft Programs * VIP iDIG, Karma Notes, Armadillo |

Work History

Market Development Manager, 05/2009 to 02/2020

SWEETWATER BREWING COMPANY – Atlanta, GA

* 14th Largest Craft Brewery in America
* Responsible for driving sales volume and depletion goals through wholesaler network and retail account base across all classes of trade
* Effective management of wholesaler through planning and execution of volume goals, distribution, visibility and programming
* Develop and manage market by planning objectives, calling on key accounts, prioritizing initiatives and closing identified opportunities through wholesaler
* Establish and build relationships with wholesaler personnel and key retail account ownership and management
* Strategic planning and management of SweetWater portfolio, key initiatives, product innovation and programs
* Support brand growth at retail through brand positioning, merchandising, promotion and adherence to quality assurance standards
* Create and execute numerous programs, events and festivals in both ON and OFF-Premise
* Provide clear, concise and timely communication both internally and externally
* Possess knowledge of company, products, industry trends, competitive brands and sales data
* Manage wholesaler POS and personal travel and expense to stay within allocated budgets
* Preserve brand and culture by representing company professionally and actively exemplifying its culture
* Recognized in 2014 as Salesman of the Year - South Zone
* Recognized in 2017 as Trophy Trout Salesman of the Year

Sales Representative, 06/2001 to 06/2008

UNITED DISTRIBUTORS, INC – Smyrna, GA

* Top 10 National Beverage-Alcohol Wholesaler, Responsible for maintaining and increasing market share of alcoholic beverages in high-volume sports and entertainment venues annual revenue $3.5MM
* Managed pre-planning, merchandising, logistics, and execution of special events and festivals in conjunction with brand sponsors and concessionaires
* Worked in unison with over 100 supplier companies and their representatives to most effectively sell in and merchandise portfolio
* Acquired essential product knowledge to conduct training seminars with retailers to establish brand familiarity, sales techniques and execution on all brand initiatives
* Achieved distribution and sales goals on new product launches
* Performed product quality audits to maintain integrity of all brands
* Recognized in 2007 with five monthly Achievement awards for sales/profit results
* Recognized in 2008 with three monthly Achievement awards for sales/profit results
* Recognized in 2005 - 2007 for sales results with four sales incentive supplier trips

Education

Bachelor of Business Administration: Marketing, 1998

Georgia State University - Atlanta, GA

College education was funded through full-time and summer employment