
Kirk Tomiser
Senior Sales Executive

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Leadership Profile

Accomplished and respected Senior Sales Executive with an emphasis on developing and accelerating National Sales strategies, and a proven background in nurturing client and partner relationships while pursuing excellence in deliverables and driving organizational loyalty and profitability within the Wine, Spirits, and Consumer Packaged Goods (CPG) markets.

Exceptional communication skills are demonstrated as a key representative of the company, consistently serving on the Executive Committee as an action-oriented leader with integrity, directly mastering the development and retention of high-performance organizations, while delivering world-class solutions in a very competitive and ever-changing market.

Domain Expertise / Subject Matter Expert

- Budget/Sales Forecasting
- Global Strategies & Distribution
- High-Stake Negotiations
- Multi-Channel Management
- New Market Identification
- Risk Management
- Strategic Positioning
- Tactical Market Planning

Leadership Strengths

- Cost Analysis & Control
- Customer Satisfaction & Client Loyalty
- Employee Relations, Retention, Development
- Establish & Build High-Performing Teams
- Executive Communication & Presentation Skills
- Growth Management & Business Development
- Operations & Program Management
- Organizational Performance Improvement
- Purchasing & Negotiation Skills
- Quality & Continuous Improvement
- Visionary, Strategy Execution & Leadership

Professional Experience

National Sales & Marketing Manager

2019 - Present

Notre Vue Estate

- Own direct responsibility for driving all Sales and Marketing initiatives across Notre Vue Estate's sales channels and brands, developing and executing annual and long-term 3-Tier, DTC, Private Label and Bulk Wine sales standards.
- Maintain leadership oversight in all Sales and Marketing collateral, and owning approval authority for advertising and publicity, while managing all distributor relationships, contracts, placement and incentive programs.
- Contributed to the development of criteria for quarterly business reviews for the distributor network which included oversight of financial controls, inventory and reporting for both management and accounting.

Regional Director West

2017 - 2019

Provence Rose Group

- Directly responsible for managing multi-state accountability to research, vet and sign new wholesalers for our product line representing more than \$1.42M in net-new forecasted revenue, further establishing and nurturing strong and trusted distributor relationships, scaling the region in 10 of 14 states.
- Managed integrity of the Western Regional P&L, consistently monitoring brand shipment, depletion, and allocation proving beneficial in depletions scaling from zero to 11K cases in one year.

Western Division Sales Manager

2013 - 2017

Stoller Imports

- Led Sales and Marketing initiatives owning accountability for long range planning, and national product management with 12 distributors throughout the Western United States.
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- Owned full channel responsibility for the Western Division to include the distributor network management via regularly scheduled meetings, monitoring depletion data, inventory and goals, driving pricing, programming & P&L responsibility, while maintaining +16% from 2015/2016 and +14% depletions from 2016/2017.

**Western Region Sales Manager
Rutherford Wine Company**

2009 - 2013

- Directly managed and mentored 11 employees owning responsibility for developing the team while establishing and implementing all talent acquisition, training and development, and creation of policies, procedures and reporting methodology.
- Accelerated all national and private sales initiatives proving instrumental in representing over \$3.3M in annual sales and 35,000 cases in depletions annually.

**Western Region Sales Manager
Dry Creek Vineyard**

2005 - 2009

- Instrumental in driving sales and market visibility for a five-state region in addition to ensuring depletion & revenue enhancements an average 7% depletion increase and 5% revenue increase per year.

**Barefoot Cellars
National Sales Training Manager/Midwest Sales Manager**

1999-2005

- Owned direct responsibility for maintaining talent acquisition standards in sourcing and selecting 12 Regional Managers while spearheading the development and implementation of the company-wide Sales Management Training Program.
- Represented company brands throughout the Midwest territory, regularly exceeding sales goals and grew business exponentially in all markets, an average of 31% annually.

☞ Leadership Philosophy ☜

“In collaborating with senior executives in defining enterprise-wide goals and objectives, and developing strategic initiatives and solutions, my leadership background demonstrates the capacity that I possess to thrive in my role, and establish, nurture and grow these trusted partnerships. To that end, I exercise these four critical philosophies in developing and mentoring high-capacity organizations: “Manage with Confidence, Take Pride in Our Work, Be Accountable & Transparent, and Lead with Integrity.”
