**Aaron Flesuras**

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**Summary**: Exceptional achievements in leading people, developing strategies, and planning effective program implementations over a 13-year career. Will bring creative solutions to:

* Sales and Marketing Strategy
* Incentive Plans / Management Development
* Customer Development Plans / Key Account Penetration
* Strategic Long/Short Term Planning
* Distributor Accountability / Goal Attainment

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# Stoli Group USA October 2018 – March 2019

# Regional Manager – Control States West

# Managing both Broker interaction and sales relationship as well as working directly with state liquor control boards to grow sales, manage pricing and achieve goals.

* Executed launch of two new brands across 5 western states
* Managed all aspects of pricing directly with state liquor boards
* Created new sales incentives and action plans with brokers to achieve goals

# Terravant Wine Company August 2017 – April 2018

# Director of Sales – PNW, Mountain, Canada

# Managing all aspects of both conventional 3-tier national brands (distributor management, P&L statements, Incentive and goal attainment) as well directly selling private labels to all customers from major grocery headquarters and new distributors to resorts and hotel chains in 14 states and across Canada.

* Created multiple private label brands for multiple major grocery chains, Hotel groups and distributors
* Developed and managed 3 Inside Sales Managers
* Designed and expanded multiple brands thought US and Canada

Reason for leaving: Position eliminated

# Hope Family Wines- Paso Robles, CA June 2014 – July 2016

# Northwest Regional Manager OR, WA, ID, AK

Directed sales planning and development, distributor goal management, profit and loss statements, accounts payable and receivable and all other aspects of distributor management for 4 Western states.

* Launched 3 new SKU’s, all of which grew at or exceeded growth plan and trend for the nation.
* Grew portfolio 6% over two years and 11% in first half of 2016.
* Created a charity partnership with School House Supplies and YMCO that raised $15,000 for local school teachers.
* Executed chain headquarter calls with Kroger, Safeway, Zupans, Whole Foods and Market of Choice.

Reason for leaving: Position eliminated

# King Estate Winery- Eugene, OR April 2011 –Feb. 2014

# Oregon State Market Manager

Managed sales planning and execution, distributor budgets, profit and loss statements and annual King Estate budgets for Oregon.

* Showed 27% growth in Oregon and 46% regionally
* Executed a new brand launch and exceeded growth plan.
* Traveled nationally working 17 markets over 3 years.
* Planned and participated in multiple national sales and marketing events. WSWA, Taste Washington, Aspen Food and Wine.

Reason for leaving: Position eliminated

# Young’s Market Company March 2005-April 2011

# On Premise Sales Manager

Managed 250+ accounts, executed sales upwards of $1million dollars annually and balanced sales of more than 300 wineries.

* Averaged 85% attainment of monthly sales trackers. Company average was 47%
* Executed positive growth 4 of 6 years. Thru the 2008 recession.

**Education**: Portland State University, Focus in Economics

**Computer Skills**: Microsoft Office, Windows, Trade Pulse, IRI, Pro Diver and Sales Force

**Other**: Society of Wine Educators, Certified Specialist of Wine 5/09