

STEPHEN Z. SIERRA

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Cave Creek, AZ | (480) 239-0959

Accomplished leader with a track record of improving sales performance and capturing additional ROI from operational efficiencies as well as pricing and sales techniques across every part of the CPG industry through detailed analytics and tactical sales strategies. Experience designing and implementing solutions and KPIs that provide immediate and measurable value to sales and operational teams.

Core Competencies:

Fact-Based Sales Techniques | Big Data Structuring and Analytics | Inventory and Forecasting Management | Sales and Operational Enablement through Process Efficiencies | Developing Channel and Direct Sales Teams | DAX | Power Query | Tableau

PROFESSIONAL EXPERIENCE

Hensley Beverage Company

2017 - 2020

DIRECTOR – CATEGORY STRATEGY & INSIGHTS

Introduced and integrated syndicated sales data into the current CRM; enabling sales management to make better data driven sales decisions that were beneficial to both retail partners and ourselves. Developed outside sales dashboards for all on-premise sales representatives, giving them and their customers visibility on trends and historical sales data that led to measurable sales and distribution growth. Creation of these systems allowed the company to have both its largest year for revenue and profit.

- Continually implemented processes for sales leadership that eliminated hours of administrative work, allowing them to spend more time developing their teams and creating sales opportunities.
- Led the Tableau development team opening up the company to insights in both sales and operations.
- Served on the brand team to extrapolate consumer and pricing trends that allowed the team to make better brand acquisitions and pricing strategies for supplier partners and Hensley.
- Spearheaded the annual sales forecasting and budgeting process.
- Served on the Financial Planning and Analysis team to enable marketing, graphics, and merchandising teams to find process efficiencies.

CORPORATE RETAIL MANAGER – WINE & SPIRITS

2015 - 2017

Led retail execution with responsibility for outside retail sales team and Key Account Managers. Directed retail strategy solutions, including sales enablement through structured fact-based training and brand opportunities by compiling and analyzing big data from IRI and Nielsen. Provided cross-functional management to the Brand Team in pricing strategy and data models, allowing sales teams to expedite administrative functions resulting in additional field time for managers and field sales.

- Successfully increased retail wine and spirit distribution by 30% through data centric, fact-based presentations.
- Analyzed pricing strategies throughout Arizona to create new pricing strategies, allowing for increased margin while maintaining a competitive price to consumer.
- Increased operational efficiencies and profit by working with large retail partners to transition away from Direct Sales Distribution and into warehouse distribution.
- Developed sales teams to achieve a better understanding of syndicated data, enabling them to identify and execute opportunities and secure a more expansive distribution in their accounts.

REGIONAL MANAGER - SOUTHWEST

Cultivated successful partnerships with distributors across Arizona, New Mexico, and Utah that resulted in a combined double-digit growth year over year. I was invited to open expansion markets to share sales culture with new distributors and oncoming managers. Additionally, I contributed to the internal LEAN team by creating an inventory forecasting model that assisted regional managers and distributors across the country in maintaining proper inventory, minimizing losses to distributor partners and brewery.

- Consistently came in under, or at company budget by implementing an automated budget tracking model. This model was adopted by other regions leading to savings across the overall company.
- Increased inventory efficiencies by introducing an inventory model to the region's largest distributors, helping them reduce excess inventory while scheduling more product with fewer loads.
- Spearheaded successful new brand launches throughout designated sales territory. Allowed Deschutes to become one of the largest out of state draft providers to the consumers in Utah.
- Worked closely with marketing to negotiate and execute one of the largest and most visible multi-year events in Arizona, moving close to 600 50L kegs.
- Partnered with the University of New Mexico to research and develop a marketing strategy inside of a hyper-local state.

EDUCATION

Bachelor of Science, Hotel and Restaurant Management - Northern Arizona University, AZ

Guest Lecturer, School of Hotel and Restaurant Management – Northern Arizona University

AFFILIATIONS

NAU Advisory Board – Franke College of Business | Vice President – Cactus Foothills Little League | National Ski Patrol |
Chair – Desert Willow Elementary School PTO | Mentor – New Pathways for Youth