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**Sales, Account, & Brand Management**

*Customer-centric, highly productive, and results-driven sales, account, and brand management professional offering 15+ years of experience accelerating growth across key segments by enabling cross-functional teams to deliver unparalleled client experiences.*

Perpetually successful at driving channel success through identification, development, acceleration, up-sell, and closure of transactions. Centralize focus on problem resolution and client care. Skilled in establishing, cultivating, and maintaining sustainable, effective partnerships which maximize internal and external client contacts. Demonstrate exceptional motivation to secure new clients while also leveraging partners to capture instrumental growth opportunities. Consistently ensure excellence in people management accountability to drive results, enable high performance, bolster partnerships, and lead innovation.

Areas of Expertise

|  |  |  |
| --- | --- | --- |
| * Sales Initiatives
 | * Joint Sales & Marketing
 | * Sales Plan Development
 |
| * Brand Management
 | * Budget Administration
 | * Integrity-Based Selling
 |
| * Client Retention
 | * Problem Resolution
 | * Partnering Activities
 |
| * Time-to-Close Acceleration
 | * Talent Development
 | * Lead Qualification
 |
| * Industry Networking
 | * Prospect Cultivation
 | * Strategic Planning
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# Professional Experience

Pacific Edge Wine & Spirits, Agoura Hills, CA

**Key Account Specialist**, 2018 - Present

Maintain complete oversight for Inland Empire of Southern California (SoCal). Centralize focus on reaching out to potential customers, serving existing customers, and closing sales.

* Generated 60% increase in customer growth within first year through expert ability to engage in cold calling best practices.
* Successful in retrieving and revitalizing business from customers that had stopped working with company over last eight years.
* Achieved 1200% to 1600% specific brand growth over last year.

Victor Wines, Beverly Hills, CA

**Western Regional Manager**, 2017 - 2018

Held accountability for building, optimizing, and expanding major region for Victor Wine Company, including oversight of operations across AK, CO, ID, MT, OR, UT, WY, NM, IA, OR, CA, NV, and HI.

* Demonstrated proven ability to engage in and drive expansion of distribution network.
* Played instrumental role in prioritizing substantial portfolio consisting of 120+ brands.
* Drove 17% increase in case sales, 22% increase in case averages, and substantial increase in brand visibility.

Yarden Inc, Brooklyn, NY

**Western Regional Brand Manager**, 2015 - 2017

Spearheaded regional brand management functions and initiatives while holding accountability for operations across AK, CO, ID, MT, OR, UT, WA, WY, NM, IA, OR, CA, NV, and HI.

* Secured 27% increase in business within first year, as well as 35% overall increase in customer base.
* Propelled substantial increase in sales across all major Off Premise accounts within the region.

Classic Wines of CA

**Independent Market Specialist / SoCal Chain Division Manager**, 2006 - 2015

Led planning, development, and expansion of entire portfolio across SoCal chains, while also overseeing and restructuring Chain Division. Coordinated and directed all Independent Markets across SoCal.

* Conceptualized, developed, and implemented proven-effective chain store incentives, and programming.
* Examined, restructured, and implemented revised protocols and procedures across division.

Classic Wines of CA

**Chain Account Executive**, 2000 - 2006

Held responsibility for regional accounts spanning, NV, WA, TX, AZ, CA, and NM; including major grocery chains, Ralph’s, Scolari, Fiesta Foods, Pros Ranch Markets, CostCo, Gelson’s, Stater Bro’s, Von’s, Safeway, Bristol Farms, and Sprouts.

* Generated 19% increase in business within first year of service.
* Achieved 16% increase in customer base and maximized sales for all Independent Markets in SoCal.

**Military Experience:** **USMC** **Military Veteran** at United States Marine Corps.