

# Scott Hughes

Colleyville, TX • scotthughes@aol.com • 817.821.4219 • linkedin.com/in/scott-hughes-wset-ii-spirits-and-wine-a615071/

## Sales & Marketing Executive, Wine & Spirits

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Top-performing wine & spirits sales and marketing executive with extensive experience across global brands, national distributors, and 500+ national and regional hospitality accounts. Proven track record leading high-performing sales teams to achieve and surpass revenue goals. Demonstrated capabilities across all aspects of alcoholic beverage sales. A reputation for delivering superior client services, optimal results, and exponential growth to achieve business and financial objectives. Champion of change management and dedicated to consistently driving continuous improvement. Passionate coach and mentor with strong commitment to developing full staff potential through promotions and continuous professional development. Exemplary interpersonal and communication skills for powerful relationship-building. Technical proficiency in Microsoft Office including Excel, Pivot Tables, PowerPoint and Word.

### Skill Highlights:

- Revenue Generation
- Sales Leadership
- Client Services
- Team Building
- Strategic Planning
- Change Management
- Business Analytics
- P&L Management
- Revenue Performance Metrics
- Budgeting / Forecasting
- Coaching & Mentoring
- Branding

### Brand Experience:

- Bacardi
- Banfi
- Brown Forman
- Campari USA
- Constellation
- Delicato
- Jackson Family Estates
- Kobrand
- Moet-Hennessy
- Palm Bay
- Pernod-Ricard
- Sazerac
- Ste. Michelle Wine Estates
- Suntory-Beam
- Terlato Family Wines
- The Wine Group
- Trinchero Family Estates
- & more

## Professional Experience

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REPUBLIC NATIONAL DISTRIBUTING COMPANY, Grand Prairie, TX 2006 – 2020

Vice President National Accounts On-Premise, April 2010 – January 2020

Director of Marketing – Spirits, July 2008 – April 2010

State Marketing Manager, Pernod Ricard, May 2006 – June 2008

- Grew revenues from \$174M to \$308M or 8.6% CAGR, managing 26 national accounts associates responsible for over 500 chains nationally.
- Advanced national account program compliance from 63% to 91%, generating over 21k points of distribution in the first 12 months in the role. Maintained compliance year over year.
- Increased gross profits from 22.8% to 24.1% while growing share of list, revenues, and case volume in national accounts.
- Decreased expense-to-revenue ratio from 2.01% to 1.45% on national account team.
- Reduced supplier over-90-days accounts receivables from 15.2% to less than 4.1% with a structured accountability program.

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**MOET HENNESSY USA, (Formerly Schieffelin & Somerset), Dallas, TX** 1998 –2006  
**Director of Key Markets, MHUSA Texas, Oklahoma, Arkansas, 2005 – 2006**  
**General Manager of Key Markets, S&S, Texas, Oklahoma, Louisiana, Arkansas, 2003 – 2005**  
**Major Market Manager, S&S, Texas and Oklahoma, 2000 – 2003**  
**Market Manager, S&S, Texas, 1999 – 2000**  
**Distributor Manager, S&S, North Texas, 1998 – 1999**

- Served as key member of integration team member upon merger of the 3 LVMH companies, Schieffelin & Co., Millennium Inc., and Clicquot USA, leading seamless transition to maintain and grow core brands.
- Served as member of the development team for exclusive selling division for Moet Hennessy and Diageo within Glazers, Texas.
- Developed and implemented collaborative “New Product” launch scorecard that drove +95% execution with new brands including Tanqueray Ten, Johnnie Walker Green Label, and Chandon Blanc de Noir.

*Additional experience as Division Manager at Republic National Distributing Company, and as District Sales Manager and Sales Representative at Quality Beverage, Dallas, TX.*

## Education & Training

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### **Bachelor of Business Administration, Marketing**

University of Texas at Arlington, Arlington, TX

#### *Certifications:*

Wine & Spirit Education Trust (WSET), Wine & Spirits II, 2018

Wine & Spirit Education Trust (WSET), Spirits II, 2018

McKinney Rogers International, High Performing Teams, 2002

D.E. Jones & Associates, Management Development Program 1994-1998