

LANCE MAYHEW

Activation Management | Compliance | Brand Development | Sales Generation | Marketing

Positioned to deliver quality service, innovative operational efficiency, and enhance brand value

CONTACT



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CORE COMPETENCIES

- Excellent time management skills with proven ability to work across several projects at one time
- Financial acumen and understanding of P&L business drivers.
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization
- Able to identify opportunities to strengthen the effectiveness and efficiency of an organization operation within each market.
- Strong negotiation and cold-calling experience

EDUCATIONAL QUALIFICATIONS

Western Culinary Institute
A.A. Restaurant Management

CERTIFICATIONS

Society of Wine Educators- Certified
Specialist of Wine (CSW)

Society of Wine Educators-Certified
Specialist of Spirits (CSS)

PROFILE STATEMENT

Innovative and results-driven professional armed with strong knowledge and hands-on experience in improving brand value, driving commercial activation, implementing marketing initiatives and facilitating process improvement initiatives. Demonstrated success working in a collaborative environment and developing/activating local marketing programs as well as managing marketing programs with high profile sponsorships. Detail-oriented with proven ability to translate organization goals into actionable and measurable advertising programs using strong communication and relationship management skills. Known and respected for verifiable success in exceeding sales targets, managing key accounts within territory and enhancing product placement.

SKILLS AND EXPERTISE

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|-----------------------------|------------------------------|-----------------------------------|
| ◆Retail & Market Activation | ◆Territory Sales | ◆Cross-functional Team Management |
| ◆Budget Management | ◆Relationship Management | ◆Creative Idea Generation |
| ◆Data Analytics | ◆Cost Containment | ◆B2B Sales |
| ◆Customer Engagement | ◆Territory Sales/Prospecting | |
| ◆Project Management | ◆Influencing & Negotiation | |

PROFESSIONAL EXPERIENCE

Diageo North America – Spirits On Premise Manager

Jul. 2015 – Present

- Manages Activation Army, broker relationships and high profile sales relationships
- Develops and implements localized commercial and marketing strategies to achieve best in class outcomes for Oregon.
- Worked with team members to exceed customer expectations in achieving superior sales results
Seeks out and develops local marketing opportunities as well as managing local relationships with high profile sponsorships including the Portland Trailblazers, Portland Timbers and the Electric Picnic.
- Managed multiple projects and budgets on multiple timelines to drive the business

Young's Market Company Territory Manager

Oct. 2012 – Aug. 2014

- Facilitated relationships and product placements at accounts ranging from fine dining to resorts to local taverns for Alliance products
- Responsible for the overall territory initiatives to enhance Sales, Market share and Profitability
- Maintain existing client relationships while seeking out new ones
- Responsible for key accounts within territory, product placement and activations, scheduling third party promotional events where appropriate.
- "Territory Manager of the Year 2013"- Young's Best in the West awards

Oregon Culinary Institute Restaurant Management Instructor

Apr. 2010 – Apr. 2012

- Taught an accredited Associate of Arts Restaurant Management program. Classes included Restaurant Marketing Restaurant Business Systems, Wine and Spirits and more.
- Created lesson plans and delivered lectures on a daily basis.
- Personally responsible for bringing the 2011 James Beard Award Nominations to OCI by creating a marketing campaign to bring the awards to Portland for Beard's 1100th birthday.
- Followed adult education principles, taught classes of up to 26 students with generally no hospitality experience while running a busy dining room

Wells Fargo Bank
Sales and Operations Manager

Mar. 2000 – Mar. 2009

- Manager for high volume banking departments including, Phone Bank Sales Team (Consumer sales), Home Equity Retention Team (Consumer sales and negotiations), Retail Banking Team (B2B and Consumer facing product sales) and Fraud Prevention departments.
- Responsible for managing key performance indicators (KPIs), staffing, budgeting, cost control and other deliverables.
- Actively managed budget to achieve P&L goals, twice winning Wells Fargo's "Gold Coin" award for sales team management excellence (2006 & 2008).
- Managed the top sales teams in my division within both Phone Bank Sales and Home Equity Retention units.