**Dennis F. Barr**

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**Certifications**

* Nevada Marijuana Establishment Agent Card, Dispensary and Distributor
* Certified Cannabis Professional/Budtender. UNLV/Academy of Cannabis Science
* Cicerone Program Certified Beer Server
* AB/InBev University Sales Representative Certified (On/Off Premise)
* Smith Driver Training Certified

**Training**

* Trained in Vermont Information Process-IDIG Sales Analysis Programming
* Trained in all Microsoft applications
* Trained in interviewing techniques and meticulous hiring processes
* Trained in Six Sigma business practices
* Trained in Requirements Based Selling (RBS)
* Trained in B.U.S.C.H. selling skills
* Anheuser-Busch University Sales Representative Certified (On/Off Premise)
* Trained in SalesForce/CRM reporting

**Work Experience**

**Territory Account Manager. Canndescent. Las Vegas NV. June 2019-April 2020.**

* Develop relationships with retail dispensaries in the Las Vegas territories and sell in new and existing products.
* Develop aggressive pipeline of clients, and became a product and industry expert.
* Build a marketing and sales territory plan to connect retailers and consumers with our brand message and drive sales that penetrate the market.
* Responsible for educating Budtenders and floor staff on the company brand, messaging, and products.
* Maintain CRM database on daily customer interactions and targets to coordinate with business goals

**Market Manager (Nevada, Arizona, New Mexico). St. Killian Importing. Las Vegas NV/Everett, MA. March 2015-February 2019**

* Ensure the successful sale, distribution and placement of the portfolio while promoting the image of the brands.
* Work directly with wholesaler senior management to promote brand(s).
* Conduct regularly scheduled work-withs with wholesaler sales staff members.
* Make sales calls on existing and potential accounts and conduct promotions at accounts.
* Responsible for a 28% increase in sales resulting in over 265,000 case equivalents.
* Generated average revenues of $1.5 million per year.

**On Premise Hotel/Resorts Team Sales and Marketing Manager. Nevada Beverage Budweiser. Las Vegas. NV. May 2014-March 2015.**

* Responsible for a team of sales and marketing managers throughout the entire Las Vegas resort corridor.
* Responsible for generating new business and new marketing programs throughout all assigned resorts.
* Responsible for generating sales in excess of 1.5 million case equivalents.
* Maintained and increased an on premise budget of over $2 million dollars.

**Hotel/Casino Sales and Marketing Manager. Nevada Beverage Budweiser, Las** **Vegas. NV. September 2008-May 2014.**

* Developed and maintained relationships with assigned hotels/casinos, increasing sales and promotions of Nevada Beverage portfolio.
* Responsible for generating over 400k case equivalent sales each year for five years.
* Negotiated and maintain contracts with hotels and casinos to create “preferred provider” status for Nevada Beverage portfolio.
* Maintained budgets of over $500k with customer group.

**Education**

* B.S.B.A. University of Nevada-Las Vegas. Major: International Business.

**Languages**

* French. Ability to speak, read, and write.

**References**

* Available upon request.