**Jonathan Noel Mendelson**­­­­­­­­­­­­

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**Employment**

**Domaine Select Wine & Spirits, New York, NY (Dec. 2018 – Mar. 2020)**

* **Pacific Northwest Regional Sales Manager (WA, OR, AK, ID, MT)**
* Effectively represent Domaine Select Wine & Spirits to local distributors, trade and consumers within the Pacific Northwest to drive distribution and volume in both the On and Off-Premise.
* Created and implemented companywide “Go to Market” Playbook, which identifies and targets brand strategy while incorporating all programming and assets to achieve the targeted annual goals.
* Increased Sales Revenue (+300%) in the PNW by identifying opportunities through brand standards, targeted sales, pricing strategy and inventory management.
* Created annual business plan utilizing regional budgets, national and regional marketing programs to help drive Domaine Selects Wine & Spirits $20 million in revenue.
* Increased On-Premise POD’s (+52%) and Off-Premise (+8%) by utilizing market trend analytics and targeted programming for local and regional chains in both the On and Off-Premise.
* Continually educated distributor sales force through participation in team meetings and market WW.
* Worked closely with distributor Account Executives to target local and regional off-premise account authorizations, program planners and new item set up to allow for easier DSD placements.
* Worked with trade development to adjusted local, regional programming and pricing monthly based on market trends to achieve goals.
* Review and manage all bill back invoice’s regarding depletion allowance’s, samples, unsaleable items, DI pricing and incentives.
* Work with local distributors to manage inventory levels based on domestic and DI ordering processes and shipping lead times.
* Built relationships throughout each market with key buyers in both the On and Off-Premise to expand brand awareness, market penetration and distribution.
* Maintain professional and industry knowledge by attending educational workshops, reviewing professional publications, establishing personal networks and participating in professional societies.

**Zonin USA Inc., Miami, Florida (Mar. 2018 – Nov. 2018)**

* **Pacific Northwest Sales Manager (WA & OR)**
  + Effectively represented Zonin USA to local distributors, trade and consumers within the assigned region to achieve distribution and volume goals within both the On and Off-Premise channels.
  + Work with the local Portfolio Manager, Sales Manager and Sales teams to Identifying new opportunities in the market to expand the portfolio’s footprint within the specified region.
  + Work with direct manager to create an annual business plan utilizing regional budgets, national and regional marketing programs to achieve Supplier and distributor agreed upon Annual Plan.
  + Increased Sales Revenue (+100%) in the PNW by identifying opportunities through brand standards, targeted sales, pricing strategy and inventory management.
  + Increase On-Premise POD’s (+20%) and Off-Premise (+4%) by utilizing market trend analytics and targeted programming for local and regional chains in both the On and Off-Premise.
  + Educate distributor sales force of Supplier’s portfolio and brand standards through participation in team meetings and continual market WW.
  + Create and adjust annual and monthly pricing, regional and local programming and targeted incentives to achieve monthly goals.
  + Review and Manage all bill back invoice’s regarding depletion allowance’s, samples, unsaleable items, DI pricing and adjustments and incentives.
  + Work with the distributor to manage inventory levels based on domestic and DI ordering processes and shipping timeline.
  + Build relationships throughout each market with key buyers and accounts to continually expand distribution.

**Breakthru Beverage of Arizona, Phoenix, Arizona (May 2010 – Jan. 2018)**

* **Business Manager for Heritage & QV Divisions - Imports: Jan. 2016 – Jan. 2018**
* **Business Manager for Diageo Chateau & Estates and Nolet’s: Feb. 2014 – Dec. 2015**
* **Field Sales Manager: Jan. 2012 – Feb. 2014**
* **Sales Representative: May 2010 – Dec. 2011**
  + Managed $30 million’ worth of revenue and increased gross profits 2.5% working with management, marketing and suppliers to identify opportunities while creating targeted pricing and programming.
  + I built annual pricing plans, promotional calendars and designed incentives that aligned my supplier and Breakthru Beverage goals.
  + Grew gross profit for the company by negotiating price supports, validating internal depletion allowances, and managing budgets for the year.
  + Defined, managed and approve all Supplier and internal banks to accomplish our annual plan by creating and tracking budgets monthly.
  + Forecasted sufficient supply for all sales programs and ensured that appropriate inventory levels were maintained by closely collaborating with sales and purchasing.
  + Developed and participated in supplier business reviews and monthly supplier communication meetings.
  + Continually achieved annual supplier plans by translating into divisional goals, defined key target accounts and communicated performance to management.
  + I participated in the planning and preparation of all General Sales Meetings by translating brand features and benefits into sell sheets, concept selling and presenting brand initiatives and marketing strategies.
  + Coordinated supplier meetings, market WW, winery visits, blitzes, target account, spend activity, as well as managing workflow, and calendars.
  + Guided supplier decision making by employing strong comprehension of the competitive landscape and market dynamics.
  + As a Field Sales Manager, I managed $15 Million worth of revenue while coaching a tea of 6 Sales Representatives who called on the majority of the Phoenix Metro Key Accounts.

**M Culinary Concepts, Scottsdale, Arizona (Nov. 2008 – Apr. 2010)**

* **General Manager, Heirloom An American Restaurant: Feb. 2009 – Apr. 2010**
* **F&B Director, Main Course Terravita Country Club: Nov. 2008- Feb. 2009**

**Training / Certifications**

**WSET Level 2:** 2014 Passed with Distinction

**Certified Training Coordinator (CTC):** 2015

**TIPS Certified:** 2017

**Apprentice Beverage Knowledge (APK) Program:** 2012 Passed with Honors

**T.O.P.S. (Training in On-Premise Sales):** 2011

**Bar Management:** June 2006, The Bartending Academy, Tempe, AZ

**Bar Mixology:** November 2007, The Bartending Academy, Tempe, AZ

**Education**

**Bachelor of Science in Business Management from W.P Carey School of Business**

**Minor in Communications from Hugh Down School of Human Communication**

Arizona State University, Tempe, Arizona

**Associates of Applied Science: General Management**

Montgomery College, Rockville, Maryland

**The Professional Pastry Arts Program: Focus on French Pastries & Wedding Cakes**

L’Academie de Cuisine, Bethesda, Maryland