**Alfredo J Vieira**

Greater Richmond, Virginia 22901 (774) 287-6222

ajv4ce@virginia.edu <https://www.linkedin.com/in/alfredo-vieira/>

**Dynamic Sales Manager**

**Solution Driven | Director of Sales**

Expert problem solver using market trends, consumer feedback, and salesmanship to consistently over deliver sales goals.

Dedicated leader over-delivering goals by looking for win-win scenarios in order to produce long lasting partnerships and relationships.

Distributor and Customer Management | Inventory Management | Budget Analysis | Market/IRI Data Analysis | P&L, A&P, T&E Management | Multi-Level Marketing |Strong Negotiator and Presentation Skills

# Professional Experience

**Treasury Wine Estates**[,](http://www.righteverywhere.com/) Napa, California 2019 to 2020

**State Manager-Virginia 2019 to 2020**

Managed $18MM revenue portfolio through coaching of 11 distributors. Systematically conducted planning meetings as well as general sales meetings and work withs in on- and off-premise channels in order to exceed 300,000 9L case goal.

* Increased chain programming by implementing pricing strategy benefiting customers without sacrificing profits and devaluing brands.
* Boosted sales in every market by instilling tailored programs with every distributor to help overcome specific obstacles.
* Repeatedly under-spent A&P, T&E by applying conservative methods and only spending when it would increase sales.
* Over-achieved sales goals by implementing a “partnership” culture with all distributors focusing on a win-win approach to business.

**Virginia Imports LTD**[,](http://www.righteverywhere.com/) Springfield, Virginia 2014 to 2019

**Field Sales Manager 2016 to 2019**

Lead a group of 8 retail sales representatives on in order to exceed goals. Continuously trained representatives in order to have unique ways to present to consumers in a B2B environment.

* Demonstrated sales gains of 8% through coaching team members to stay within steps of a sales call while entertaining a personalized approach.
* Raised customer satisfaction by creating an environment with strong communication and a customer first attitude.
* Promoted an environment of ownership by working with representatives in order to create solutions tailored to particular territories and accounts.
* Manufactured a strong team environment through communication and putting the team’s best interests as focus of all decisions without sacrificing company standards.

**Sales Representative – Off Premise 2014 to 2016**

Opened an expansion territory in central Virginia for the 4th largest wine and beer distributor in Virginia.

* Adopted a customer-focused approach in order to build trust in a new company.
* Delivered sales 50% over projection through adjusting quickly and overcoming road blocks.
* Persistently represented 20% of floor space in accounts while Virginia Imports total market share was 9%.
* Executed planner across all chains 80% through consultative and need-based selling.

**HPB Corporation**[,](http://www.righteverywhere.com/) Charlottesville, Virginia 2013 to 2014

**Sales Representative – On Premise 2013 to 2014**

Managed all restaurants and bottle shops in Charlottesville through the Shenandoah Valley.

* Used consultative need-based selling to expand our footprint on menus and in bottle shops.
* Aggressively pursued new accounts to effectively develop new PODs creating an upsurge of 10% market share.
* Reinforced faith by taking a consultative educator approach and demonstrating how products would benefit sales.
* Made myself available to customers in order to provide superb customer service and impart product knowledge to aid customers in moving through inventory.

**Additional Relevant Experience**

**Potomac Family Dinning**(Applebee’s), **Manager, Local Marketing Lead** 2011 to 2013

Designed a local approach to national programming in order to hike sales through local community partnerships, including charity breakfasts and looking for new business with an outside the box approach. These efforts let to being awarded the “Sales Increase Award” by DineEquity for excellence in fabricating sales through community outreach.

**Chesapeake Bay Seafood House,** (Chili’s), **Bar Manager** 2005 to 2009

Trained several bartenders in alcohol sales and responsible service. Maximized sales by instilling alcohol knowledge and customer service approach in order to enhance the customer experience. This approach was successful in architecting a new regular customer base in addition to keeping previous regulars.

**Education and Certification**

**University of Virginia,** School of Arts and Sciences, Charlottesville VA

Bachelor of Interdisciplinary Studies with a concentration in Organizational Behavior

GPA 3.9

**Piedmont Virginia Community College,** Charlottesville VA

Associate Degree in Business Administration

GPA 3.7

**WSET2,** Charlottesville VA

**Languages**

English | Spanish | Portuguese