**GREG GARCIA**

Miami, Florida ~ (786) 521-2522 ~ greggarcia3@yahoo.com ~ linkedin.com/in/greggarcia29aa4289

**EXECUTIVE SUMMARY**

Sales Management Alcohol Beverage industry executive with a solid history of achieving record setting results, improving revenue, profit, and market share in Florida. Demonstrated ability to gain preferred supplier status by building key account relationships. A proven leader that demonstrates the rare ability to manage compliance through State, local, and Federal business regulations.

**EMPLOYMENT HISTORY**

WARSTEINER IMPORTERS USA – West Chester, OH **1/15 - Present**

*(One of the largest private breweries in Germany. WARSTEINER Premium Verum brand is one of the most popular beer brands in Germany)*

**Regional Sales Manager, Florida**

Responsible for all imported beer sales and marketing efforts in largest region in the country, Florida: On and Off-premise, chain, club, and military accounts, $1.1M in sales profit, over 175K in case sales, sales operations, key account management, distribution, distributor management, category management, frequent travel, and working from a home office.

**Sales:** Responsibilities include: achieving optimum sales volume of over $1.1M in sales profit, sales of over 175K cases, relationships with over 150 regional key on-premise accounts (Yard House, Disney German Pavilion at Epcot, Disney Springs at Downtown Disney, Ale House, Seminole Indian Casino, The Butcher Shop, Clearwater Haus, Redlands Golf Course, Biltmore Golf Course, and other key independent and chain restaurant groups), key off-premise accounts (Total Wine & More, Publix, A&M Beverage, Costco, Sam’s Club, BJ’s, ABC Liquors, Whole Foods, The Fresh Market, Winn Dixie, Albertsons, Presidente Supermarket, Bravo Supermarkets, Sedano’s Supermarkets, and five hundred independent grocery and liquor stores), military accounts (Patrick Air Force Base, McDill Air Force Base, and Key West Naval Station and others),

new authorizations/distribution, evaluating prospective opportunities and voids in present sales, cold box placements, beer handle and menu placements, sell retail chain newspaper and on-line weekly ads, create and implement key account specific sales programs and action plans to focus the sales efforts, develop and delivery of effective sales presentations, develop quarterly local and national sales plans, execution of pricing promotions, provide leadership to new sales team members, market “blitzes,” in-field training, “work-withs,” merchandising, shelf resets, extensive travel (85% - 90%), and sales meetings.

**Management:** Manage all sales and distributor sales efforts and results, distributor management (Gold Coast Beverage, Florida Distributing Co., S.R. Perrott, J.J. Taylor Distributing, Cone Distributing, Champion Brands and Goldring Gulf Distributing),

coordinate fulfillment of product orders in Germany, maintain up-to-date account information, evaluate prospective opportunities and voids in present sales/service levels and create Pre-Plans to coordinate workload around multiple assignments, create quarterly and annual Business Plans, depletion goals, and distributor bonus programs, achieve mutually agreed upon volume and POD goals, monitor progress on a monthly and quarterly basis, Accounts sold goals, update strategic KPI’s, resolve customer problems in a timely and efficient manner within company guidelines, Point-of-Sale inventory and direction, all paperwork and reporting requirements, conduct annual performance reviews, and operate with little supervision.

**Marketing:** Communicate and execute all local, national trade, and special event marketing activities (Avalon Park Oktoberfest, GASOCF Orlando Oktoberfest, GASC Miami Oktoberfest, Cape Coral Oktoberfest and Upper Tampa Bay Oktoberfest, Epcot Food and Wine Show, Epcot Party of the Senses, and others), product promotions, digital programs, in-field execution of programs, create branded marketing/promotions calendars, use of branded Point-of-Sale materials, trade events, schedule and conduct trainings for restaurant/hotel staff, distributor sales teams, and customers to develop education and confidence in customer sales recommendations, trade tasting events, special promotions, weekend activities with customers, and report all market related market changes, new product introductions, and competitive activity.

**Operations:** Financial accountability (personal, brand, distributor, and other budgets, quarterly expenses, “bill-backs,” incentive budgets, T&E, and sales), inventory, purchase order management, operational efficiencies (forecasts, incentives tracking, price supports, brand support, and Point-of-Sale), financial planning (analytics, market pricing, manage profitability by individual customer strategies, analyze business and channel performance), evaluate and optimize processes to drive improved business results, comply with company, state, and federal laws, procedures, rules and regulations, meet deadlines, and all communication with the executive team.

* Overachieved annual KPIs and earned a bonus every year.
* Accomplished all programs annually including distribution, shipments, depletions, and revenue goals.
* Sales increases moved Florida in company rankings to the #1 region for case sales and profit in the United States.
* Won the top sales award in the company, the ***Konig Ludwig Brand Award*** for sales achievements nationally and a trip to Munich, Germany for the Oktoberfest.

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**EMPLOYMENT HISTORY**

RADEBERGER GRUPPE USA / BINDING BRAUEREI USA INC. – Norwalk, CT **2/11 - 12/14**

*(Binding Brewery USA is a branch of the Binding Brewery from Frankfurt, Germany: Schöfferhofer Grapefruit, Clausthaler, and BraufactuM)*

**Area Sales Manager**

Responsible for all Beer sales of 125K cases, $600K in profit, in the Broad Market on-premise accounts (Disney Epcot, Fritz & Franz Bierhaus, Flannigan’s (12 Locations), Olde Heidelberg, Clearwater Haus, European Street Café (6 locations), Hoptinger (4 locations) and more), Off Premise Accounts (Publix, Total Wine, Winn Dixie, ABC Liquors, Milam’s Market (4 locations), Mega Discount Liquors (7 locations), Jensen Liquors, Penn Dutch Supermarket (2 Locations), A & M Beverage and more), Club Stores (BJ’s, and Sam’s Club), marketing (implement local and national programs), and new distribution in the South Florida market, sales operations, key account management, distribution, distributor management (Gold Coast Beverage and Florida Distributing Company), budgets, trade events, compliance, executive reporting, frequent travel, and working from a home office.

* Overachieved annual KPIs and earned a full bonus every year.
* Won many quarterly and semi-annual sales contests.
* Introduced and sold new distribution of Radeberger Pilsner and Schofferhofer Grapefruit into over 3K new accounts within one year.

GOLD COAST BEVERAGE DISTRIBUTOR INC. - Doral, FL **12/01 - 1/11**

*(Merged with Reyes Beer Division in 2015, the largest beer wholesaler in Florida and one of the largest beer distributors in the U.S.)*

**Chain Account Manager 11/06 - 1/11**

Promoted and responsible for beer sales in the Florida chain accounts (Publix, Winn Dixie, Tropical Supermarkets, Presidente Supermarket, Sedano's, Navarro's, Dion's, Target, Tom Thumb, Circle K, Speedway, BJ’s, Costco, Sam’s Club and other local chains), manage four sales teams (West Palm market, Broward market, and two teams in the Miami market place), one merchandiser, sell newspaper advertising, category management, new distribution, pre-sold display programs, in-store tasting events, new distribution, key account relationships, supplier “ride-withs,” merchandising, inventory, pricing, forecasts, resets, daily/weekly/monthly depletion reporting, interviewing, training, conduct employee reviews, and manage a T&E budget.

* Met all quotas, new distribution, increased sales by over 50%, and received full bonus.

**Category Space Analyst 7/04 - 10/06**

Promoted and responsible for developing schematics and strategies in the beer category for Publix, Winn Dixie, and Sedano's, working independently, analyze by store sales and syndicated data from AC Nielsen and IRI, prepare new shelf sets, gain approval from the buyer, organize category reset crews from supplier and distributor employees, and execute entire set process, monitor pricing and product sales by store, by category, work as a liaison between the buyers, distributors, and suppliers, manage budgets, all reporting, sales meetings, and manage special projects assigned by the buyers.

* Overachieved annual KPIs and earned a full bonus every year.

**Sales Representative 12/01 - 6/04**

Responsible for sales volume in assigned accounts, achieving goals (distribution, displays, pricing, in-store promotions), customer service, merchandising, Point-of-Sale, execution and communication of local and national marketing programs, execute duties per the direction of the immediate supervisor and the Key Account Manager, and all reporting.

* Recognized for outstanding contributions.

**EDUCATIONAL ACHIEVEMENTS & ADDITIONAL SKILLS**

**South Miami Senior High School – Miami, FL**

*Diploma*

**Languages**

*Proficient in Spanish and English*

MS Office (Excel, PowerPoint, Word, Outlook), VIP-IDig sales reports, JDA Space Planning program, IRI & Nielsen Data

Zoom video telephony, teleconferencing, and telecommuting cloud-based software platform, Compliance Training Courses