

CHRIS J. ZAMBUKOS
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A results-driven leader who has demonstrated the ability to grow sales by effectively managing, consulting with, and motivating customer partners and teammates for 22 years in the beverage industry. I am eager to accept new challenges with vigor, committed to learn, and provide solutions to grow business. Excellent communication, organization, and analytical skills compliment a dedication to succeed and passion to win.

~ PROFESSIONAL EXPERIENCE ~

PABST BREWING COMPANY

National Account Manager – On Premise Team

October 2018 - PRESENT

Currently managing 30+ bar, restaurant, and venue partners across 45 states including BWW, TopGolf, Old Chicago, Marriott, MOD, Fridays, PF Changs, Vail Resorts, Cheba Hut, Applebee's, & Texas Roadhouse.

- Creating RFP presentations for National, Regional, and Franchisee chain locations to secure menu mandates and LTO features for beer and spirits.
- Utilizing BeerBoard, Nielsen, and Margin Miner data to identify opportunities/gaps across channels.
- Aggressively hunting out new customers, and working with 3rd Party vendors to grow business.
- Leading initiatives to improve team efficiencies with presentation building, technology and analytics.
- Developed a mandate gap tool for the field to assist them in managing menu placements and LTOs.

National Account Manager – Grocery Team

June 2017 – October 2018

Managed all 12 Albertsons Companies Division call points with HQ responsibilities.

- Led the Albertsons Safeway strategy across 28 states and 100+ distributors.
- Most recently asked to take over the Seattle, SoCal, and Portland Divisions, 3 of our largest chains.
- Created a Joint Business Plan with Jewel Osco stemming from a Fall Top to Top meeting.
- Worked closely with trade marketing and brand teams to collaborate on new programs/partners.
- Involved with creating new price tools and survey platforms to improve company performance.
- Created a marketing and sales program with Jewel Osco that's improved business +3%.
- Grew core business with Southwest, Intermountain, Southern, and Shaw's Divisions +2% YTD.
- Actively sought out new CPG partners to collaborate with to drive sales w/cross merchandising.

National Account Manager – Large Format Team

January 2016 – June 2017

Managed the Costco, Target, Total Wine & More, and Whole Foods/365 business for the U.S.

- Grew PBR +8%, and Regional Brands Lone Star, Olympia, Old Style and Rainer +25% in 2016.
- Utilized Nielsen and Spectra data to gain 2,400 new points of distribution in 2 Target transitions.
- Managed Total Wine system to over 1,000 new points of distribution and grew core brands, +7%.
- Developed a Whole Foods authorization matrix for 11 regions, identifying gaps, fixing the distribution mix, and tracking progress with field and sales teams. Gained +250 distribution points in 2016.
- Created Whole Foods 101 to educate PBC sales team to better understand how to win at store level.
- Developed a Club Channel strategy, including new package innovations, to company leadership.
- Created and activated unique retailtainment events in Whole Foods, and Total Wine, nationally.

ROGUE ALES & SPIRITS

Director of National Accounts - USA

September 2013 – January 2016

Managed the Rogue beer, spirits, and soda portfolio with National and Regional chains in all 50 states.

- Directly responsible for establishing and building relationships with close to 100 chain buyers.
- Called on grocery, mass, specialty, c-store, on premise, & liquor store chain buyers for all products.
- Led, coached, and trained 15 sales managers to create effective presentations, make the sales calls, and steward the business of additional chains in their region.
- Identified company's biggest 300 chain accounts, gathered buyer contact information, and created a strategy & call point structure within the company that previously did not exist.
- Developed call recaps to manage the business and shared site folders for team to become organized.
- Assisted (3) VP of Sales with restructuring field sales team to more effectively manage distributor & chain network to grow sales. Provided feedback to each VP during process with recommendations.
- Worked closely with marketing team to develop sales tools necessary to grow in chain accounts. (Sales sheets, email blasts, distribution lists, social media work, trade marketing, and presentations)
- Directly managed (1) NAM who focused on the 2nd Tier National and Regional chains.
- Grew chains +10% in 2014, Flat in 2015, and was +4% in 13-week data at time of departure.

- Collaborated with Yard House, Whole Foods, Old Chicago, and Total Wine on custom, exclusive beers.

MILLERCOORS

Chain Account Executive – Walmart & Sam’s Club – Pacific Northwest

January 2011 – September 2013

Managed the MillerCoors business with the world’s largest retailer in one of our highest share markets

- Established relationships with 15 market managers and 130 store managers across 29 markets.
- Grew business +7% in 2011, +5% in 2012, +26% in 2013 thru week 36, surpassing the general market.
- Ranked #1 in the Walmart chain manager execution scorecard amongst 19 peers upon departure.
- Nominated to join Walmart peer leadership committee to represent the field to the leadership team.
- Source of bold, innovating, and fresh ideas to drive sales and motivate distributors and managers such as the Keystone Light fishing license value offer, and Coors Banquet rodeo programming.
- Member of the 2011 Chain Sales Team of the Year – awarded March 2012.
- Received 2 Big Hitter Awards and 2 Trimester Awards for execution in the field.

Area Sales Manager and Beer Merchant – S. Idaho & E. Oregon

October 2009 – January 2011

Managed the MillerCoors brand portfolio with 8 beer & wine wholesalers

- Achieved all Distribution Cup, Displays Matter, and Tap the Market national goals in 2010.
- Field Sales Manager of the Trimester for the Mtn. Region – awarded December 2009.
- Elected to the Mtn. Region, and Pacific Region, Peer Leadership Councils.
- Selected to join a team to develop and pilot an MBO Process for entire distributor organization.
- Earned the title of Beer Merchant through Commercial L&D with the degree in October.
- One of the first 10 MillerCoors employees to achieve Certified Beer Server of the Cicerone program.

MILLER BREWING COMPANY

Territory Sales Manager – S. Idaho & Wyoming

July 2004 – October 2009

Effectively managed the extensive SAB Miller brand portfolio with 12 beer & wine wholesalers.

- Increased MillerCoors brand sales in 2008 +2% and achieved all targeted distribution goals.
- Consistently achieved high ratings through disciplined execution, hard work and communication.
- Managed a High Life Achievement Award winning distributor in ‘06 and ‘07.
- Proactively managed 3 c-store call points in Boise in lieu of dedicated CAM for nearly 2 years.

RED BULL NORTH AMERICA, INC.

Field Marketing Manager – Montana

August 2003 – March 2004

- Managed 2 college reps and 5 brand ambassadors to grow trial and awareness with target groups.
- Executed various grassroots sports and music events across the market to increase awareness.

Field Sales Manager – OR; ID; MT; AK

April 2000 – August 2003

- Launched, trained, and managed 14 dedicated van team sales members across 3 distributors.
- Increased sales +41% and grew business +5% over plan while managing 9 distributors in market.
- Introduced the brand to the MT/AK markets with 9 beer and wine wholesalers.

WIDMER BROTHERS BREWING CO.

Market Manager – Colorado

June 1999 – April 2000

- Selected to re-introduce and launch the Widmer brands back into Colorado with 9 ABI wholesalers.

Brewery Representative – WA, ID, MT, WY

January 1998 – June 1999

- Managed both on and off premise sales performance for 15 distributors and grew +24%

GALLO WINE COMPANY

Sales Specialist – Los Angeles & Orange County, CA

July 1997 – January 1998

- Completed the Gallo Sales Training classes as part of the Lucky’s/Sav-On team.

~ EDUCATION ~

GONZAGA UNIVERSITY, BBA with Marketing major & Finance minor. Spokane, WA Graduated May 1997

- Member of the 1993-94 Men’s Division I Soccer Team

~ TECHNICAL SKILLS ~

Proficient, and comfortable, using Microsoft Office, Margin Miner, VIP, Salesforce, CRM, and Syndicated Data.