**Zach Winkelmann**

229.224.3273 | zjwinkelmann@gmail.com | Atlanta, GA

**SALES DIRECTOR**

**Creative and Motivated Sales Leader:** Proven track record of leading high-performance sales teams within the Beverage Alcohol Industry. Adept at creating unique approaches and programs that drive business growth and deliver strong, measurable, and sustainable results. Reputation as a catalyst for positive change with a proven ability to develop constructive relationships with a broad and diverse group of cross-functional business partners. Known for influencing key stakeholders, and establishing a cooperative climate across multiple departments, including distribution partners and key accounts. Track record of using data and analytical tools to discover opportunities, and directing groundbreaking strategies that result in top and bottom-line results. Passionate about developing team members to exceed goals while remaining focused on collaboration and teamwork.

**KEY SKILLS & COMPETENCIES**

Brand Standards I Budgeting I Forecasting I Performance Metrics (KPIs) I Quality Standards

Marketing & Promotions I Account Growth I Key Account Management | Distributor Management | Establishing Partnerships I Team Development | Sales Training I Market Knowledge I Coaching & Mentoring I Product Presentations

MS Office Suite: Word, Excel, PowerPoint I Google Suite I CRM Software

**PROFESSIONAL EXPERIENCE**

**GHOST COAST BRANDS**  Atlanta, GA **2020 – Present**

**Sales Director**

*Built sales operation from the ground up; including hiring and training 6 sales personnel, establishing database systems, developing market-specific sales and marketing strategies. Strategize with senior partners to market existing and new products into traditional channels of distribution in the CPG category. Coordinate product launches in new states across the Southeast. Oversee distributor management full circle from pricing negotiation, implementing launch deals and incentive programs as well as conducting QBRs. Manage and track sales team and distributor KPIs and performance.*

* Implemented 5 new products into the revenue stream, contributing to 20% of overall revenue
* Fulfilled forecasted goals at 130% monthly for 2021
* Increased revenue by 38% for 2021
* Improved case depletion at 127% YTD in 2022

**GOZA TEQUILA** Atlanta, GA **2018 – 2020**

**Sales and Finance Director [2019 – 2020]**

*Involved in brand development and market strategy, distributor management, sales team management and training, international operations in Mexico as well as the US. Consulted on packaging, raw material procurement, input costs, and social media, print marketing efforts. Directed sales team members including training and performance management. Developed and grew relationships with distributing partners across 7 states.*

* Slashed operating costs by negotiating with vendors in the US and Mexico, increasing gross profit margins to 51%
* Implemented data tracking platforms relating to sales, enabling decrease in expenditures by 45% while continuing

to grow sales by 26%

* Negotiated contracts with chains that put sales growths projections of nearly 100% (2020)
* Drove account growth from an initial 100 accounts to 700 accounts by the beginning of 2020

**Regional Sales Manager [2018 – 2019]**

*Managed sales process, developed relationships, and presented business cases to each account, providing solutions to address needs. Managed sales budgets, costs, and provided continuous training for sales team. Participated in prospecting, sales reporting, and tracking of KPIs.*

* Implemented sales techniques creating an increase in sales of 76% over Previous Year
* Slashed expenses by 7% through budget management and improving oversight
* Increased accounts sold from 100 to 350+ through developing relationships with key on and off-premise accounts

**REPUBLIC NATIONAL DISTRIBUTING CO.**  Atlanta, GA **2012 – 2018**

**Sales Consultant / Account Manager**

*Worked with high volume off-premise accounts to drive revenue growth and expand territory market share. Accountable for 35 assigned accounts in Georgia. Coached 18 team members on account analysis, time management, funnel management, and the utilization of Salesforce CRM.*

* Attained 15% YoY growth, closing $5M+ in sales dollars in 2015, 2016, 2017, and 2018
* Grew territory sales by 100% (from $500K to $1.2M) in 2013 and 2014

**ADDITIONAL EXPERIENCE**

**Accounts Coordinator | rescare healthcare | 2010 – 2012**

**Bartender and Assistant Manager | Bluewater bar and grille | 2008 - 2012**

**EDUCATION & TRAINING**

## **BACHELORS IN BUSINESS ADMINISTRATION (FINANCE AND ACCOUNTING), VALDOSTA STATE UNIVERSITY**

**DEVELOPING LEADERSHIP CERTIFICATION, CORNELL UNIVERSITY**