Santa Clarita, CA ■ Mobile: (661) 644-9739 ■ E-mail: cgsheldon22@gmail.com

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**Qualifications**

Sales professional with 20 years in the alcohol/beverage industry and relevant experience working closely with distributor partners and both national and regional accounts.

**Alaskan Brewing Company**

***Regional / Key Account Manager - South West U.S.* June 2004 – January 2020**

* Primary liaison between Alaskan Brewing Co., the market wholesalers and retail accounts in CA and NV, managing all aspects of the business including forecasting, pricing, promoting and selling.
* Develop relationships and manage sales for the brewery’s top regional and national accounts, including large chains, Costco, national restaurants, casinos and venues.
* Assisted in building the market strategy and programs for all markets, adhering to specific rules and regulations.
* Prepared and presented proposals to the distributor network, chain buyers, local sales teams and brewery management on a weekly basis.
* Managed an annual sales budget consisting of normal business spends along with the resources needed for sponsorships, account incentives, promotions, point of sale items and entertainment.
* Utilized information-based selling to target top chains and opportunities, helping plan impactful meetings based off relevant data trends. Skilled in *IRI/Tableau, IDig/VIP*
* Noteworthy Accounts: Managed the business on The Vegas Strip including Treasure Island, The Mirage, Caesar’s properties and other key venues (Las Vegas Motor Speedway), growing the brands presence and sales using point of sale materials and promotional programs.

**The Gallo Wine Company**

***District Manager – San Diego, CA* September 2003 – May 2004**

***Sales Representative – Los Angeles, CA* March 2002 – August 2003**

* Managed the Gallo chain team in San Diego ensuring the execution of monthly display planners, promotional programs and proper store servicing within Ralphs, VONS, Albertsons and others.
* Responsible for new and existing product presentations and account management, representing the large Gallo portfolio of table and high-end wines along with sparkling and other liquor/spirit offerings.
* Built impactful displays and planned promotional activities to help build brand awareness.

**Education & Training**

* *Bachelor’s in Business Administration - Marketing* – Cameron University, Lawton OK
* Division II NCAA Baseball - Scholar Athlete 1999-2001 – Cameron University, Lawton OK
* Cicerone Certification Program: *Certified Beer Server*
* Microsoft Office: PowerPoint, Excel, Word, Outlook