

**DAVID DURAN**

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# CAREER PROFILE

Well-rounded, forward-thinking, results-oriented person seeking to apply energetic sales capabilities in the marketing, sales, and business management arena. Valued by customers for consistent follow through and caring demeanor. Highly accomplished and innovative individual with experience in penetrating new markets, expanding existing accounts, increasing profits, and achieving sales goals above corporate expectations. Extensive experience with Spirits, Wine & Beer.

# KNOWLEDGE & SKILL AREA

* Market research and financial analysis ▪ Public speaking
* Territory management & growth ▪ Inventory control
* Customer to business and B2B liaison ▪ Brand building goals
* Negotiations ▪ Business marketing promotions
* Account relationship management ▪ Revenue and market share acceleration

# PROFESSIONAL EXPERIENCE

**Tequila Tromba USA Miami, FL**

Western Division Manager May 2019 – Present

Responsible for building a sales staff from the ground up, securing distribution and opening sales in 8 Open states and 5 Control

market states, total of 13.

Responsible for the increase of the company’s portfolio sales and profitability through effective leadership of distributors in 13 states. Responsible for General Market On Premise, General Market Off Premise, Casino & Resorts, and all National Chain Account calls.

Responsible for managing 8 Open Market Distributors and 5 Control Market Distributors. Financial responsibility includes managing T&E, Reports T&E, All local marketing funds, discount allowance, distributor margin, price promotion and financial profitability for territory. I Conducted all sales training and brand education for distributor sales force and management teams to maximize sales and field marketing opportunities. Worked extensively in the field environment with distributor sales teams to effectively shift market share and improve brand presence while creating new business relationships.

## Serralles USA Dallas, TX

West Division Manager April 2014 – May 2019

National Chain Account Manager

Responsible for the increase of the company’s portfolio sales and profitability through effective leadership of distributors in 13 states. Responsible for General Market On Premise, General Market Off Premise, Casino & Resorts, and all National Chain Account calls.

Responsible for managing 8 Open Market Distributors and 5 Control Market Distributors. Financial responsibility includes managing T&E, Reports T&E, All local marketing funds, discount allowance, distributor margin, price promotion and financial profitability for territory. I Conducted all sales training and brand education for distributor sales force and management teams to maximize sales and field marketing opportunities. Worked extensively in the field environment with distributor sales teams to effectively shift market share and improve brand presence while creating new business relationships.

## ▪ Division of the Year - Fiscal Year 2017 ▪ Manage and mentor 6 direct reports

* Manage 8 Open Market Distributors (Young’s Market, Southern Glazers, RNDC and Breakthru) & 5 Control State Brokers (Young’s Market)
* Increased portfolio sales 25% while with Southern in majority of my states for 3 years in a row and 50% with Young’s Market as my partner in majority of states last year
* Manage and stay within $800K Budget and $80K T&E
* Received full Bonus every year to date and Salary increase last year
* Moved my Division from One Top 15 Don Q Market (CA) Nationally to 5(CA, CO, NV, WA & HI) ▪ Increased portfolio presence in Kroger, Safeway, Total Wine, BevMo, Costco and numerous Hispanic chains.

## Kindred Spirits of North America Miami, FL

Western Regional Sales Director May 2011- April 2014

Responsible for the increase of the company’s portfolio sales and profitability through effective leadership of distributors in 14 states.

Responsible for on premise, off premise, casino resorts, and chain account calls for Costco, Kroger, Supervalu, Whole Foods, Safeway/Vons, BevMo & Total Wine & More. Financial responsibility includes managing T&E, local marketing funds, discount allowance, distributor margin, price promotion and financial profitability for territory. I Conducted all sales training and brand education for distributor sales force and management teams to maximize sales and field marketing opportunities. Worked extensively in the field environment with distributor sales teams to effectively shift market share and improve brand presence while creating new business relationships.

* Manage and mentor 4 direct reports; State Manager & two Brand Ambassadors in CA, and one Brand Ambassador in NV.
* Manage 6 state brokers
* Increased portfolio sales in 14 state region by 56% in calendar year 2011
* Sold new placements in Jons Markets, Total Wine & More, Beverages & More, Whole Foods and Sprouts ▪ Increased sales of wholly-owned product, Martins Millers Gin, by 100% in 2 consecutive years in Region.
* Received a 15% Salary increase and a Full Bonus for 2012
* Received a 10% Salary increase and 70% of Full Bonus in 2011. Did not receive full bonus due to being with company for only 7 months.
* Chain Account relationships with Kroger, Supervalu, Safeway/Vons, Whole Foods, SuperKing, Trader Joes, Costco, Sprouts, Smart & Final, BevMo & Total Wine & More
* National Account (On Premise) Relationships with Landry’s, Fairmont Hotels, Ritz Carlton, Tilted Kilt, Darden, Roys, Ruths Chris, Flemings, Yard House,. Patrick Henry Creative Promotions and iMi Agency.
* Distributor Relationships with Young’s Market, Southern Wine & Spirits, RNDC & Charmer Sunbelt

## Krol Vodka Beverly Hills, CA

National Sales & Marketing Manager2008-2011

Responsible for distributor (Young's Market Co. and Southern Wine & Spirits), broker and national account relationship management. Core objectives: National account compliance, distributor promotions, new product line sales, distributor sales staff training and incentive implementation. Securing and supervising brand marketing and sponsorship opportunities. Supervising all media buys and sponsorship tie-ins.

* Acquired national account placements with China Grill Management Group, SBE Entertainment and Dolce Group.
* Acquired accounts with Supervalu (Albertson's), Ralph's supermarkets, Gelson's, Total Wine & More and the Beverages and More chains.
* Increased brand sales of 2 SKU's by 35% in first three months.
* Acquired & supervised sponsorship at such events as Sundance Film Festival, Oscar's, Emmy's, ESPY's, Los Angeles Dodgers (Golf tournament) and Best of Las Vegas @ Tao for Las Vegas Magazine.
* Formatting and organizing Sales and Marketing strategies to increase brand awareness.
* Created and implemented promotional events and Point of Sale materials.
* Created, Hired and Organized a brand sales staff. Currently a staff of seven.
* Expert in category management. Sold shelf improvements to key accounts that led to increased sales and led to the opportunity to introduce brand extensions and new items.
* Increased my relationships with key buyers at; SuperValu (Albertson's, Lucky & Jewel), Ralph’s, Gelson's, Publix, Jons and Bev Mo, leading to increased programming.
* Have established new relationships with national accounts CPK, PF Chang's, Elephant Bar, Buca Di Beppo and Buffalo Wild Wings. The brand is being tested in some and eventually all.

## DK Imports, LLC Porter Ranch, CA

Managing Partner 2006-2008

Responsible for acquiring, importing, distribution (Southern Wine, Union Beer, Crescent Crown, Haralambos and 10 others) National Account Sales on/off premise. Brand marketing, advertising and awareness. Acquiring & maintaining distributor and national account relationships. Acquired alcohol licensing in all 50 states.

* Successfully placed two previously unknown Australian beer brands into National Accounts with Outback Steakhouse, Trump Hotels and RA Sushi.
* Successfully placed brands off premise with Cost Plus and Whole Foods nationally.
* Sold 75,000 cases first year of previously unknown brand (Bluetongue) and sold 10,000 cases of overpriced ($70 cs) Lucky beer.
* Placed Lucky beer throughout the Venetian Hotel (Las Vegas) including all rooms RFC's, 800 rooms total.
* Increased my relationships with key buyers at; Outback Steakhouse, RA Sushi, Trump, Whole Foods and Cost Plus World Market.
* Managed day to day operations, including bookkeeping, accounting and all state's taxes. ▪ Acquired and supervised major ad buys in Las Vegas for Lucky beer.

## Coogee Imports, LLC Marina Del Rey, CA *VP Sales & Marketing* 2003-2006

* Started with two unknown Australian beer brands (Tooheys New & Bluetongue) and from one Outback Steakhouse account took the brands to a National Account with Outback to almost 800 stores.
* Devised and implemented successful product sales.
* Developed customer/client and distributor relationships leading to increased share of mind. ▪ Placed both brands regionally with Cost Plus and Beverages & More.

## Belly Lounge Hollywood, CA

Managing Partner  2001-2003

Performed all management functions for staff of 25; including staff training and education, team building, and contributing to strong management policies while simultaneously working to create a dedicated clientele base. Extensive work in the areas of budget allocation, financial and sales projections, financial tracking, labor reports, cost analysis, and over all money management strategies.

# EDUCATION

**University of Nevada - Las Vegas, Las Vegas, NV**

Bachelor of Science in Finance (Real Estate & Investments)

# TECHNICAL EXPERIENCE

Windows, HTML, Excel, Word, Publisher, Power Point, Quick Books, Outlook