

# JENNIFER CORRAO

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## EMPLOYMENT HISTORY

FREDERICK WILDMAN & SONS LTD. - New York, NY

3/18 – 3/20

*(A fine wine and spirits importer offering brands from France, Italy, Argentina, Scotland: Chartreuse, Edinburgh Gin, Pol Roger and more)*

### Spirits Specialist

Responsible for relationships with key on and off-premise accounts, distributor managers, and salespeople throughout five key markets (NY, DC, MA, FL, and GA), increase brand knowledge and engagement within the distributor sales force; drive retail and menu placements, lead distributor educational and kickoff meetings, activate staff/consumer trainings, oversee and drive brand education to target consumers at key spirits events and festivals, intense schedule working nontraditional hours, including many evenings and weekends, and working from a home office.

**Sales:** Responsibilities include: Working closely with local sales teams to achieving optimum sales volume and goals, lead all marketing related sales programming, build relationships with regional on and off-premise key accounts, partner with internal sales efforts and distributors selling branded programs to increase creative promotions, drink menu, and backbar placements, assist with placement in sets and create retailer specific programs, develop and delivery of effective sales presentations, special pricing promotions, new distribution, market “blitzes,” in-field training, distributor “work-withs,” support sales division teams at regional distributor meetings and regional events, mentor event support staff, demonstrate hospitality service standards, extensive travel (75% - 80%), and conduct and attend sales meetings.

**Management:** Manage regional implementation of national and local trade and educational programming, curate and execute creative and engaging branded events to drive brand awareness, maintain up-to-date account information, evaluate prospective opportunities and voids in present sales/service levels, create Pre-Plans to coordinate workload around multiple assignments, create yearly Joint Business Plans with key wholesaler partners (Frederick Wildman, MS Walker, Georgia Crown) achieve mutually agreed upon volume and POD goals, monitor progress on a monthly and quarterly basis, Accounts Sold goals, update strategic KPI's, interface on a consistent basis with cross-functional groups (Sales, Finance, and Operations) to rapidly identify problems/opportunities and take appropriate action as warranted to resolve customer requests within company guidelines, all paperwork and reporting requirements, annual performance reviews, and operate with little supervision.

**Marketing:** Seen as the face of the brands; to consumers, media, distributors, bartenders, and retailers, assist in planning and execution of key local events and trade programming (“Science of Distillation” Edinburgh Gin tour, O.P. Anderson Aquavit Tour, Tales of the Cocktail, Bar Convent Brooklyn, Rochester Cocktail Revival and more), contribute to development and execution of strategic and annual marketing plans which address all aspects of the marketing mix including pricing, packaging, advertising, promotion, public relations, events/tastings, interface with the internal Creative Services team as well as manage outside agencies, including advertising, promotions, packaging, digital/social media, in-field execution of programs, and trade events, schedule and conduct trainings for restaurant staff to develop education and confidence in customer recommendations, tasting events, evening scheduling, special promotions, and weekend activities with distributors and customers.

**Operations:** Analyze sales data using databases and spreadsheet software, derive key actionable business insights, financial accountability (maintain accurate and up-to-date monthly budgets and expenses reports, and track and forecast funds while executing within prescribed budgets), maintain a consistent inventory of available marketing materials such as sales brochures and point-of-sale, operational efficiencies (forecasts, incentives tracking, price supports, brand support, and Point-of-Sale), financial planning, market pricing, evaluate and optimize processes to drive improved business results, comply with local, and federal laws, procedures, rules and regulations, KPI self-assessment, meet deadlines, report market trends and competitor activity, and all communication with the executive team.

- Achieved annual KPIs, contributed to the +10% annual volume growth, and earned bonus.
- Developed global brand activation plans that included: brand messaging, domestic key trade events, sourced and produced POS, created action plans and managed the timeline of expectations, hired and managed a production agency, managed all logistics, post-event reporting, resulting in increased brand awareness, new distribution, and on-premise placements across multiple markets.
- Organized all details and hosted a team of nationally recognized bartenders in France for a educational distillery tour.
- Conducted over twenty-five Master Spirits Training Classes to buyers, distributor management, and consumers.

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## EMPLOYMENT HISTORY

SAMSON & SURREY USA, LLC. - Miami, FL

6/16 - 2/18

*(Super-premium spirits brands supplier: Widow Jane Bourbon, Bluecoat Dry Gin, FEW Spirits, Brenne French Single Malt and more)*

### Northeast Market Manager

Responsible for relationships with key on and off-premise accounts, distributor managers (Empire Merchants, Southern Glazers Wine & Spirits, Manhattan Beer, and Blueprint), throughout New York, increase brand knowledge and engagement within the distributor sales force; drive retail and menu placements, lead distributor educational and kickoff meetings, activate staff/consumer trainings, in-field "work-withs," oversee and drive brand education to target consumers at key spirits events and festivals (Rochester Cocktail Revival, Bluecoat Gin Tiki Takeover, Tales of the Cocktail, USBG and more) manage tasting agencies, interface with sales at chain headquarters presentations, manage budgets, reporting, working nontraditional hours, including many evenings and weekends, and working from a home office.

- Achieved annual KPIs, contributed to the 20% annual volume growth, and earned full bonus.
- Created compelling training materials for on and off-premise staff trainings.

Fabbri USA 1905, LLC. - Long Island City, NY

1/15 - 11/15

*(Supplier of fruit bases and ingredients for drinks and cocktails made by baristas, mixologists, bartenders, and spirits suppliers)*

### Area Manager, East Coast

Responsible to develop plans for the initial new market business (NY, FL, and GA), focusing on in the beverage industry, for this food company. Responsibilities include: create initial go-to-market plans, beverage/spirits category growth plans, identifying new spirits distributor partners, identify marketing opportunities, identify new consumption occasions, sales channels, identify mixology on-premise accounts, hire bartender Brand Ambassadors, manage budgets, manage logistics, samples, POS, pricing, and in-market event and training schedules, executive reporting, working nontraditional hours, while working from a home office.

- Created, gained approval, and implemented initial direction, sales plans, marketing plans, budgets, gained agreements with Spirits distribution partners, initiated national and local trade educational and sponsorship activations, and increased sales and distribution over 100%, in under one year.

INFINIUM SPIRITS - Aliso Viejo, California

6/12 - 1/15

*(Import, sales, and marketing company portfolio of brands: previously included Fratelli Branca - Fernet-Branca, Carpano Vermouths and more)*

### Market Manager, Metro NY

Brand Manager for marketing an after-dinner digestif, Fernet-Branca. Responsible for relationships with key on and off-premise accounts, distributor (Southern Glazers Wine & Spirits), throughout Metro New York, increase brand knowledge and engagement within the distributor sales force; drive retail and menu placements, lead distributor educational and kickoff meetings, activate staff/consumer trainings, in-field "work-withs," oversee and drive brand education to target consumers at key spirits events and festivals (World Cup 2014, La Dolce Vita, Cochon 555, and more), manage tasting agencies, interface with sales at chain headquarters presentations, manage budgets, executive reporting, and working from a home office.

- Overachieved annual KPIs, contributed to the +35% annual volume growth, and earned bonus.
- Initiated strategic partnership with La Cucina Italiana Magazine for the World Cup event, (co-sponsored with Peroni), through multiple co-sponsored events, taxi cab event marketing and brand promotions, gained thousands of impressions, leading to record sales.

## EDUCATIONAL ACHIEVEMENTS & ADDITIONAL SKILLS

San Francisco State University - San Francisco, CA

*Bachelor of Arts: International Relations*

MS Office, Benchmark, Salesforce, Tableau, Social Media Applications

United States Bartenders' Guild - New York, NY Active Member

International ESL Teacher Taught conversational English to all ages and proficiency levels in South Korea and Thailand.