**Brian A. Rodriguez**

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*Sales Management with over 18 years of experience training and supervising territory managers and sales staff. Highly motivated leader with a proven record in implementing strategic planning and creating market standards that foster a culture to succeed. Experienced with all divisions of the distributor as well as all trade channels and their constantly evolving structure. Seeking to bring my industry knowledge and leadership skills into a challenging role for a leading premium wine company.*

**PROFESSIONAL EXPERIENCE**

Ste Michelle Wine Estates Birmingham, AL

*State Manager Alabama 2018 – Present*

* Acquired a self-motivated comprehensive understanding of the company brand portfolio through advanced educational training platforms and company provided training resources in order to convey all product benefits to key accounts and distributor teams
* Develop presentations for all meetings, market surveys, product launches, and training using MS Office tools and Ste Michelle company exclusive resources
* Maintain superior rapport and collaborative relationships within the distributor network from the senior decision makers down to the field sales reps as well as my Ste Michelle Wine Estates team and peers
* Accomplished a Top 3 finish among all State Managers in 2018 for depletions after starting the position ranked last and repeated the performance in 2019
* Achieved 100% of the distributor depletion goals every year resulting in consecutive record years for Ste Michelle in Alabama
* Maintain clear and consistent communication and accountability with distributor management team through weekly calls, monthly sales meetings, quarterly business reviews, scorecard updates, and annual budget planning while also supporting the field sales team through market work, trade shows, product educational trainings, trade event support, wine dinners, and key account calls.
* Manage and efficiently budget distributor banks to tailor local marketing programs, incentives, and brand funding throughout the year that aligns with the company focus and objectives for growth
* Judiciously track and measure performance using both the distributor reporting and company Cognos reports against plan and scorecard and offer insights to opportunities by analyzing IRI, Neilson, and other industry data
* Provide a precise and rational perspective to all shareholders by analyzing potential risks and opportunities and working with the distributor and my own leadership to facilitate a mutual effective business plan
* Create achievable monthly, quarterly, and annual planning goals for distributor to grow Ste Michelle market share within the multiple trade channels
* Negotiate solutions for distributor and Ste Michelle for meeting GP requirements, market share, revenue, price funding, and depletion expectations

United Johnson Brothers of AL Birmingham, AL

*Sales Manager Alabama 2003 – 2018*

* Managed Alabama Chain Division from *2010-2018, District Manager 2007-2010, Sales Rep 2003-2007*
* Led, coached, motivated, and developed a team of 58 personnel including 6 District Managers, 42 Sales Professionals, 6 Sales in Training, and 4 Merchandisers
* Managed the interview and selection process for all Sales candidates
* Responsible for leading a sales team with annual revenue of ***$51.5 Million*** and sales volume of ***1,001,000*** cases
* Consistently grew total market by an average of ***5.4%*** ***in volume*** and ***8.1%*** ***in revenue*** as Sales Manager
* Prepared and conducted market surveys with multiple suppliers in multiple markets to ensure brand standards and company standards were in line and being met or exceeded
* Developed District Managers to achieve continual improvement and enhanced results in sales presentation, POS usage, shelf adjacencies, pricing, and display placement
* Maintained weekly agendas and performance updates, field surveys and work-withs, monthly team meetings, supplier sponsored training seminars, and other trade resources within UJBAL
* Created excellent customer relations by setting unmatched account service call standards and expectations as well as maintaining a frequent presence with key account buyers in all markets
* Manage a monthly expense budget and evaluate the monthly expenses for 6 District Managers
* Ensured adherence of HR related policies and procedures and kept associates accountable for conducting themselves as market leaders and professionals

RTJ @ Oxmoor Valley GC Birmingham, AL

*PGA Head Golf Professional Sept 1996 – June 2001*

* Started with RTJ in Dothan, AL as Assistant Golf Professional in *Sept 1996* and completed the PGA of America’s required 6 year PGM certification curriculum and Players Ability Test (PAT) within 18 months. Moved to Mobile, AL in *1999* and worked at RTJ @ Magnolia Grove as PGA Assistant Professional. Moved to Birmingham, AL in *2000* and worked at RTJ @ Oxmoor Valley as PGA Head Golf Professional
* Managed all daily operations of a 54 hole facility
* Responsible for the planning and managing a budget of over ***$1 Million***
* Responsible for managing and leading a team of over 50 staff members for shop, outside service, and teaching academy
* Cultivated relationships with club manufacturers and brand Sales Representatives as well as daily customers and members
* Developed numerous marketing campaigns to increase rounds of play and drive revenue

**EDUCATION**

**PGCC in Temecula** **Temecula, CA**

*SA in Professional Golf Management Sept 1996*

* *Marketing and Business Administration*

**PGA of America**

*Accreditation in Professional Golf Management 1999*

* *Teaching and Business Administration*

**Hinds Community College** **Jackson, MS**

*Core Curriculum 1991- 1992*