**H. Bret Blumberg**

143 Fordham Drive | Buffalo, NY 14216

716.574.0510 | bretblumberg@icloud.com

**Regional Brand Manager – Wine & Spirits Industry Focus**

**Luxury Brands | Regional Market Development | Substantial Revenue Growth**

* **Experienced Regional Sales Manager.....**Accomplished professional actively pursuing opportunities to drive revenue and brand portfolio development where strategic vision, expertise in client relations, revenue growth, and Wine & Spirits distribution will be held at a premium.
* **Expert Command of All Sales Aspects** with deep insight, knowledge, and experience in relationship management, marketing, P&L accountability, budgeting, marketing and business strategy, advertising, team leadership, and accounting.
* **Product-Focused Business Manager** with extensive experience establishing and leading brand portfolio management and promotion for Moet Hennessy. Well versed in mentoring colleagues in the principles of effective salesmanship, product knowledge, and customer service.
* **Effective Communicator** with the ability to cultivate productive relationships with top performers in marketing and sales to ensure continued cooperation, collaboration, and communication to achieve company revenue targets.

**⯀⯀⯀ Leadership and Sales Management Qualities ⯀⯀⯀**

* + Deep Insight into Wine & Spirits Sales
  + Developing and Executing Sales Strategies
  + Understanding Client Challenges
  + Proactively Managing Business Relationships
  + Exercising Superior Organizational Skills
  + Advanced Skill in Territory Development
  + Effective Team Management Experience
  + Securing Opportunities for Revenue Growth
  + Establishing New Markets
  + Managing Brands and Image
  + Exhibiting Decisive Business Leadership
  + Outperforming Revenue Targets
  + Public Relations and Communications
  + Analysis of Market and Competitors

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**rofessional History**

**2008 to Present: Empire Merchants North LLC, Buffalo, NY**

* **Director of Trade Development, Moet Hennessy USA**

*“Your ability as a trainer has been exemplified and recognized throughout the Charmer-Sunbelt network. The results of the wine certification program thus far have put Service-Universal as a top performer in accomplishing its goals of having the most professional sales staff in the industry. On behalf of Steven Drucker and myself thank you for all of your hard work, dedication and professionalism in achieving these results.”*

*Tony B. - COO, Empire Merchants North LLC*

Fulfill a key role sustaining a $50MM revenue stream for Moet Hennessy, the leading importer and marketer of luxury wine and spirits, effectively managing all business aspects within the upstate New York territory, with responsibility for inventory management, distribution, P&L, and marketing strategy. Served as a point of contact and liaison to facilitate the flow of information between suppliers, distillers, and licensed resellers, as well as between Moet Hennessy and Empire Merchants North.

* Envisioned, developed, and deployed innovative and effective incentive programs, pricing structures, and inventory replenishment strategies to drive revenue across a landscape of over 1000 Off Trade and 4000 On Trade outlets.

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Page 2 | 716.574.0510 | bretblumberg@icloud.com

* A demonstrated record of consistent performance, with gains in distribution and gross profit that meet or surpass all corporate revenue and performance targets.
* Motivated higher levels of performance from sales representatives by introducing a bonus program aligned to the goals of the parent corporation.
* Serve as a trusted advisor to the President of the Upstate market, providing informed guidance on strategies to improve the performance of other territories.
* Provided key support to the Division Vice President to develop and deploy market price structures and chain programming.

*“Bret knows wine!!! Has a great understanding of features and benefits of our brands and has the ability to present both. He is a great asset to the company and is critical in portraying Service-Universal as a “Fine Wine” operation. Bret is very service oriented and has a gift when it comes to new accounts. He has an ability to analyze the situation in territories or accounts and can formulate a sales plan to get the sales accomplished. Wine sales in his account base were up nearly 7% versus 2001.”*

*Paul A.*

*Vice President, Sales*

*Service-Universal Distributors*

*The Charmer-Sunbelt Group*

**2007 to 2008: Empire Merchants North LLC, Buffalo, NY**

* **Key Supplier Business Manager**

Worked closely with strategic wine suppliers and in-house sales and marketing teams to design and implement strategies aligned with corporate financial targets. Executed a broad spectrum of finance and accounting functions, including building annual budgets, setting prices and managing sales/pricing mix, performing inventory forecasts, and supervising internal spend.

* Led an expansion of gross profit through the active negotiation of price supports.
* Communicated material sales information and pricing to all sales representatives and managers.

**2004 to 2007: Service Universal Distributors, Buffalo, NY**

* **Director of Fine Wine**

Recruited with a mandate to establish the market for a select group of fine wine suppliers that included Robert Mondavi, Silver Oak, Wilson Daniels Imports, and Opus One, building and sustaining a revenue stream of $5MM. Assumed a lead role over pricing, inventory management, sales tracking, and promotions.

* Collaborated extensively with supplier representatives to define, focus, and clarify business objectives, negotiate support agreements, and produce winning marketing strategies.
* On a local level, met with Fine Wine managers to relay key product information, providing guidance to achieve outstanding sales and revenue performance.
* Recognized with the Hess Collection Charmer Sunbelt Distributor of the Year award from The Hess Collection Winery.

**Early Career**

*Fine Wine Manager*, Universal Liquor, Buffalo, NY

*Sales Representative*, Michael Skurnik Wines, Syosset, NY

*Restaurant Manager*, Daniel’s / Rue Franklin / Justine’s, Buffalo, NY

**⯀⯀⯀ Education & Professional Certifications⯀⯀⯀**

**Bachelor of Arts Degree in Public Communications** – State University at New York College at Buffalo

**Journeyman Wine Program Certification** – The Charmer Sunbelt Group

**Certified Training Coordinator / Wine Apprentice Training** – The Charmer Sunbelt Group

*(Achieved Certification from CSG National Council for Training and Developer to Teach This Course)*