Date: August 11, 2020

From: David M. Luker (317-600-9421)

Subject:

Due to recent route to market changes within SGWS of Indiana and loss of Pernod Ricard brands, my position was eliminated effective May 8, 2020. Due to company downsizing there were no other opportunities available to fit my experience and skills.

I am currently looking for a new opportunity to further help a company grow their brand distribution and consumer brand awareness in the market. Continue to develop team members thru training and coaching to help them grow and be organized in the market.

 I do not have a 4 Year College Degree, but I know with my years of consumer sales experience, Management experience and passion for wanting to get things done I can be a valuable employee to assist a company’s growth. Below are a few skills and highlights. My complete resume is also included.

Thank-You. I look forward to speaking with you about the opportunity.

* 22 years’ experience with Southern Glazer’s Wine and Spirits working in the Tampa Florida and Indiana market. Twelve additional years with Olinger Distributing Indianapolis and Tampa.
* Management experience leading and coaching Sales and Merchandising teams.
* Experience working within all Sales channels, Retail Grocery Chain, On Premise, Off Premise. Knowledge of operations and their requirements.
* Experience working at the account level thru-out major areas of Indiana. Travel not an issue.
* Experience creating program account presentations and discussing objectives with owners and key buyers.
* Experience working with supplier objectives to set up and execute item programing, merchandising goals and pricing.
* Experience working with Compass, Go Spot Check, Diver systems to help analyze account and brand growth opportunities or any other required information.
* Experience setting up and running Sales Meetings. Creating presentations with program objectives and goals.
* Proven organizational and verbal skills. Experience using Outlook and Office
* Self-motivated with a willingness to learn any new responsibilities and commit the time required to become successful.
* 1st level Sommelier, Company Management, Coaching, Training courses, Dale Carnegie course

**David M. Luker**

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**PROFESSIONAL SUMMARY** - Broad experience in the Wine and Spirits industry. Experience includes, wholesale and retail, On and Off Premise Sales and Management. I am a high achiever, goal driven and customer oriented.

**SOUTHERN GLAZER’S W&S-** Indianapolis, Indiana- (08/2014-05/2020)

 **Area Manager- American Liberty Division-** (06/2017to 05/2020**)** Responsible for the development and Managing of 6 Portfolio Managers covering On and Off Premise accounts thru out the State of Indiana. Work closely with Division Sales Managers and Area Managers for assisting in achieving the ALD market objectives in both channels. Work closely with our ALD Trade Development Manager, ALD Vice President and supplier partner to set market programs.

 **Portfolio Manager- American Liberty Division-**(08/2014 to 06/2017)Off Premise Independent Retail, South.Responsible for the market execution of brands, programs and training for the Pernod Ricard Portfolio within the Sales Team and key retailors. Currently also do many special assigned projects. Previously was involved with the local new SWS employee training and mentoring program.

**SOUTHERN WINE & SPIRITS –** Tampa, Florida – (08/2012 to 08/2014)

 **Area Sales Manager –** Off Premise Independent Division– Responsible for Wine Sales in the new re-organized Independent Division for Tampa and Pinellas, managing and training of sales representatives in the areas and working with some of our largest Independent retail accounts.

**SOUTHERN WINE & SPIRITS** – Lakeland, Florida (07/2010 to 07/2012)

 **Sales Manager –** Inside Sales Division – Responsible for leading the transitions of inside sales from Miami to Lakeland and rebuilding a new sales division, which started with 6 sales representatives, to its current 16 sales representatives, covering 4500 accounts state wide and representing 22 million dollars in yearly sales for all selling divisions. My responsibilities include: Reorganizing and creating new sales territories; hiring, managing, training and evaluating 16 sales representatives; working with all divisions of sales state-wide; achieving company goals and setting division objectives; opening up new accounts and increasing sales in accounts previously with outside sales; conducting sales meetings and other administrative duties.

**SOUTHERN WINE & SPIRITS –** Tampa, Florida (04/1998 – 06/2010)

 **Regional Sales Manager –** Progressive Division, On Premise– Responsible for leading the newly formed Progressive Division, which covered accounts that did not require a Spirit/Wine Sales Split. My responsibilities included: Managing the sales for 5- District Managers, 20- sales representatives and 25 million dollars in yearly sales.

 **District Manager –** Central Division (04/98) – Responsible for managing and training sales representatives for the On-Premise Division.

**OLINGER DISTRIBUTING CO., INC. –** Indianapolis, Indiana, 6/85 to 4/98. A multi-statewide wholesale distributor of wine and spirit products for a variety of major brands.

 **Sales Manager**, Tampa, Florida – 6/96 to 4/98 – Responsible for leading the transition of a newly acquired distributor to integrate Olinger processes, policies and procedures.

 **Other Positions**, Indianapolis, Indiana 6/85 to 6/96 – Chain Account Sales Manager, Wine Brand Manager, Area Sales Manager and Sales Representative.

**EDUCATION**

* 3-90-3 SGWS Leadership Course
* Dale Carnegie, Effective Speaking and Human Relations
* Introductory Sommelier Course
* SWS Wine Education Course

**REFERENCES- Available upon request**