# Derek Winter

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**Professional Summary**

Sales executive and Leader who consistently hits sales and revenue goals and trains and recruits successful sales professionals. Has track record of working and building strong relationships with distributor senior management though out the Western United States. This has translated into increased brand sales and development as well as increases the average case profit. Core competencies include:

**Skills**

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| --- | --- |
| * Brand Development * Strategic Planning & Execution * Sales Growth * Product Pricing & Programing | * Account Development & Management * Wine Education & Knowledge * Personnel Recruiting * Employee Training |

**Work History**

**Western Division Sales Manager**  Jan 2018 - Jun 2020

*Bronco Wine Company* Scottsdale, AZ

Developed business plans, goals, and priorities for 30+ major distributors for AK, AZ, CA, HI, ID, MT, NM, NV, OR, WA, UT, WY.

Consistently exceeded those sales and revenue goals.

Presented and successfully Launched 10 new Brands within my 12 states terriotory.

Managed P&L set monthly goals and implements strategies to grow sales.

Managed and Trained 2 Regional Managers, 3 State managers, and 2 District managers.

Conducted regular Business Reviews and created tracking systems with distributors to achieve success on yearly goals.

Build Solid Professional relations ships within Senior Management of the SGWS and YMCO/RNDC networks that include regional management teams.

Build Pricing and programing for numerous successful brand launches and reviewed overall pricing regularly for profitability.

Conducted Numerous sales meeting, training seminars, and staff training in 12 states with 30+ distributors.

Recruited in interviewed candidates for Western Division openings.

**District Manger Southern California** Jul 2017 - Jan 2018

*Bronco Wine Company* Long Beach, CA

Consistently hit and exceeded Sales and revenue goals.

Created and implemented programing for attaining regional goals.

Managed the P+L for the Southern California region.

Managed a Key account relationship List across On and Off premise in Southern California.

Managed Travel and Entertainment budgets for Southern California

Conducted Business reviews with distributor management.

Conducted sales meeting with sales teams.

Created and implemented trackers for Monthly, quarterly, and yearly goals in Southern California.

Organized and conducted market Blitzes for various regions within Southern California.

Conducted weekly account calls with sale representatives.

**V.P. of Sales - Western Division** Aug 2015 - Jan 2017

*Chateau Diana Winery* Scottsdale, AZ

Brought on Board to rebuild the underperforming West Regions and revive declining sales. Managed $200,000 annual budget, sales of 65,00 cases throughout the US. and 3 salespeople.

Increased Distributors from 60 to 70 in 43 states within 18 months by reviewing strategy, eliminating no-performers, and focusing on obtaining new distributors to increase profit margin.

Realized a 5.5%increase of a national brand in 9 months.

reviewed three years of sales data, prioritized profitable SKUs, eliminated poor performing SKUs, and recommended a updated label.

Trained current sales team on distributor management and selling techniques.

Created distributor tracking systems to manage distributor goals.

**Southwest Regional Sales Manager AZ, NM, NV, CA, HI** Jun 2007 - Aug 2015

*Bronco Wine Company* Scottsdale, AZ

Directed all aspects of distributor Management within the AZ, CA, HI, NM, and NV with 12 distributors.

Created yearly business plans, goals and Priorities for each distributor.

Created pricing and programing for over 90 brands in the region.

Grew sales from 15,000 cases to over 150,000 cases.

Doubled the average case cost by expanding the mix of value to premium brands.

Created tracking programs for monthly, quarterly and yearly goals.

Recruited and trained sales professionals for and expanding territory.

Managed 3 state manager and 2 District mangers.

Conducted Business reviews and staff trainings with all distributors.

Conducted consumer events, staff trainings and media outreach.

**Independent Division Wine Sales Manger** Nov 1996 - Jul 2007

*Republic National Distributing Company* Scottsdale, AZ

Managed the on premise, independent off sale, and resort channels with 14 million in wine sales in the Phoenix market.

Managed supplier relationships.

Reviewed new items for distribution.

Hired, trained, and managed a 10 person sales team plus 1 Division Manager, and an administrative assistant.

Developed sales goals and coached the team to achieve desirable results.

Organized supplier market visits and sales meetings.

Controlled division P+L for samples, expenses, and overall profitability.

Realized over 10% annual growth by reviewing sales territories and optimizing travel time among the sales teams.

Achieved 50% growth over a 2 years in 2 retail chains, reversing and underperforming history.

Grew the resort channel sales by 30% for 10 consecutive years after evaluating and hiring new salespeople.

**Education**

Associate of Arts: Policy and Management

Carnegie Mellon University Pittsburgh, PA

**Certifications**

Certified Specialist of Wine - Society of Wine Educators

WSET II wine certification