

LISA POPE, MBA WSET II

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RESULTS DRIVEN SALES LEADER

Strategic senior sales executive with progressive experience and over \$17 Million in sales in business development and key account management within the on-premise/on-trade and retail channels of the wine & spirits industry, food & beverage, hospitality, FMCG, start-ups and other industries. Increased sales over 51% in assigned territories through a passion for defining new business strategies, working with cross-functional teams and by delivering operational impact. Proven interest in continual learning, highlighted by obtaining a Global MBA mid-career, as well as the WSET II with Distinction and a Digital Marketing Graduate Certification. Global experience and international travel to over 27 countries throughout Europe, Middle East, Africa and Asia.

CORE COMPETENCIES:

Digital Marketing • Direct Marketing • Lead Generation • Prospecting • Data Analysis • Brand Management
New Business Development and Retention • Strategy • Food & Beverage Operations • Contract Negotiation • P&L Management
Deal Structuring • Cross Functional Team Collaboration • Global Mindset • Presentation Skills • Enterprise Sales Management
• Consultative Sales

PROFESSIONAL EXPERIENCE

OYO Hotels, Mid-Atlantic

November 2019 – Present

The World's second largest and fastest growing hotel tech group, valued at \$10B with operations in Europe, Asia and the Americas

Regional Business Development Manager

- Established relationships with owners and clients, developing a new territory of over 2,726 sellable rooms with key accounts.
- Owned the end-to-end business development, including planning and building short-term and long-term sales pipelines.
- Promoted to a newly created start up division based out of Amsterdam, NL with the acquisition of @Leisure Group. As part of the OYO Vacation Homes new US expansion team already established in 70 countries, was responsible for identifying, acquiring and developing new business, negotiating contracts, and working with cross-functional global teams.
- Gained top sales recognition in the Vacation Homes division, hitting quota and closing some of the first contracts in the US.

Foxhall Partners, Washington, DC

September 2017 – November 2019

Commercial Real Estate Hospitality and Lifestyle Firm

Director of Real Estate and Hospitality

- In conjunction with Foxhall Partners, a local, boutique lifestyle and hospitality commercial real estate firm, engaged and drove business on a project basis to specific properties within their portfolio, including two flagship hotels and other commercial properties, in premier locations of the Washington, DC area.
- Created relationships with local and national corporate businesses, stakeholders, government agencies, embassies and other opportunistic industries, resulting in a 22% increase in sales.
- Collaborated with cross-functional teams to accomplish company and investor objectives, creating concerted relationships between hotel and restaurant management teams, resulting in increased awareness of property features to potential clientele and ability to provide feedback to ownership.

Opici Family Distributing, Washington, DC

July 2016 – August 2017

National importer and distributor of wine and spirits.

Senior Sales Executive

- Led new business development of over 114 On-Premise accounts consisting of fine dining restaurants, hotels, and embassies as well as high-end retail stores.
- Cultivated relationships with key decision makers within major accounts including Jose Andres Restaurant Group, Embassy of Argentina, Kimpton Hotel, Rose's Luxury, Knightsbridge Restaurant Group and Barteca Restaurant Group, among others, resulting in territory growth of over 37%.
- Developed marketing collateral for key accounts, designed personal CRM, conducted client staff trainings and facilitated planning of wine events and dinners within on and off premise accounts, with efforts resulting in an awarded trip to Spain.
- Liaised with national and international network of importers and suppliers around market development and strategic planning of account calls.

HULT International Business School, London, UK/Dubai, UAE

July 2014 – August 2015

Global Master of Business Administration

MBA Program Candidate/Full-Time Student

- Attended and completed the HULT International Business School's full-time Global MBA program while residing at its London, UK and Dubai, UAE campuses full-time, achieving Dean's List for academic excellence.
- Course modules included Managing Complexity, Leadership, Global Strategy, Strategic Management, Organizational Management, Entrepreneurship, and Applied Modelling. Innovative curriculum based on strategic thinking, peer collaboration, cross-functional teamwork and conflict resolution.

Southern Glazer's Wine & Spirits, Washington, DC
The largest distributor of wine and spirits in the United States.

March 2013 – July 2014

Senior Account Executive

- Managed a territory of over 100 On-Premise accounts including restaurants such as Stephen Starr Restaurants, Barteca Group and The Clyde's Group, hotels such as the Kimpton Group and Hyatt Hotels, private clubs such as City Club, University Club, Georgetown Club and Metropolitan Club and diplomatic missions, including the Australian Embassy, Embassy of France, Embassy of Argentina, Embassy of New Zealand and several other luxury accounts.
- Drove new business acquisition through various marketing activities by facilitating educational programs for client teams, creating training collateral around products to increase clients' revenue generation and relationship management, which resulted in increased territory sales performance of over 52% year over year (YOY).
- Managed complex sales cycles and request for proposals (RFP) within national corporate restaurant and hotel accounts.

Groupon, Washington, DC

March 2012 – March 2013

One of the fastest growing start ups in history, a Global e-commerce platform with over a \$1 Billion-dollar valuation.

Sales Account Executive – Food & Beverage Restaurant Specialist

- Drove new business development in assigned region, designing marketing programs to grow client revenue while generating interest in the brand by securing meetings with business owners through warm leads, cold calling and in-person visits.
- Hired into newly created business development role focused on launching Groupon into Food and Beverage focused restaurant and retail accounts.
- Extensive use of Salesforce to track customer data, analyze sales performance against KPIs and to make phone calls to customers through their system for management feedback and analysis.
- Developed experiential features for clients, consulted on feature structures, menu analysis, price points, and appropriate run dates for the DC market, while collaborating cross functionally with the Marketing team on deal design and execution, resulting in an average of 37% increase in customer traffic for establishments.

Prestige Beverage Group, Washington, DC

March 2005 – March 2012

Mid-sized privately-owned premium wine and spirits distributor.

Senior Account Executive

- Increased sales 21% YOY within existing accounts, while prospecting and developing new accounts, resulting in territory growth of over \$1.12M in sales by strategically planning account calls, focusing on product priorities, achieving monthly quotas, and selling items appropriate for specific accounts, achieving top sales during tenure.
- Called on Restaurateurs, bar owners as well as top-level clients, building and maintaining strong relationships with customers. Key accounts included Verizon Center, Nationals Baseball Stadium, Safeway, Morton's Steakhouse, Oceanaire, Legal Seafood and Kimpton Hotel Group, Hilton Hotels and Marriott Hotels
- Called on embassies, diplomatic missions and military bases such as The Australian Embassy, Embassy of Argentina, The British Embassy, The Embassy of New Zealand, The Canadian Embassy, Bolling Air Force Base and several other international entities.
- Developed extensive knowledge of spirits, wines and vineyards from all over the world by representing products from over 18 countries through training and personal education.
- Using a consultative sales approach, analyzed accounts to determine appropriate product placement to help customers achieve increased bottom line sales.
- Achieved top sales, resulting in awarded trips to Oregon, twice to California and twice to Spain.
- Handled enterprise sales and request for proposals (RFPs) at regional and national level for chain retail accounts such as Whole Foods, Giant, Safeway, Target and several corporate retailers.

TECHNICAL SKILLS

Salesforce CRM • Topaz • DivePort • Data Mining • Social Media • Enterprise Systems
Adobe PhotoShop • Adobe Illustrator • Final Cut • MS Office • Project Management

International Residency: London, UK • Dubai, U.A.E

EDUCATION & CERTIFICATIONS

Master of Business Administration (Global MBA) - HULT International Business School. London, UK and Dubai, UAE

Bachelor of Science, Management Information Systems (MIS) - George Mason University. Fairfax, VA USA

Graduate Certificate, Digital Marketing – Walden University

Level II Wine Certification with Distinction (WSET II) - Wine & Spirits Education Trust. London, UK