

# Lisa Anderson

2851 S. Valley View Blvd, Las Vegas, NV 89102 - P: 480.543.9511 – lisa76anderson@gmail.com

## Professional Summary

Highly motivated and passionate individual with extensive experience in the adult beverage industry. Successful brand and distributor management, with emphasis on achieving profit and performance goals.

## Skills

- Certified Specialist of Wine, CSW
- Wine and Spirits Education Trust, Level 2 with Distinction
- Microsoft PowerPoint, Word, Excel, OneNote, SharePoint
- VIP/iDIG, Trade Pulse, Micro Strategy, Pocket Advantage, Salient Interface
- CPG, GoSpotCheck, sevenfifty.com, Pivot Stream, KARMA, IRI
- Working knowledge of three tier distribution system
- Understanding of state franchise laws
- Creative and effective program development

## Professional History

### Treasury Wine Estates- Las Vegas, NV

Area Manager-Nevada/New Mexico, July 2019 to May 2020

- Management role accountable for building and executing against state market plans that deliver annual depletions and distribution goals.
- Meet and exceed growth targets by providing guidance and management of ongoing sales, trade channel strategies, and distributor performance
- Gather and analyze data needed for sales strategies and projections, implementing course correction when needed.
- Strong knowledge of budgets and financials. Continuous management of POS ordering, delivery and proper execution. Management of inventories statewide
- Statewide on and off premise account level calls. Formulate and present programs to key decision makers including but not limited to MGM Resorts International, Caesars Entertainment, LV Sands Corp, Wynn Properties and TAO Group
- Participate in local consumer and trade events. Management of third party agencies and demo companies

### Breakthru Beverage Group - Las Vegas, NV

Business Manager/Trade Development, October 2017 to May 2019

- Wine supplier portfolio management, responsible for building annual plan and achieving fiscal goals
- Collaborate with supplier partners to determine pricing models and goals by trade channel
- Maintain and grow gross profit for the company by negotiating price supports, validating internal depletion allowances, and managing budgets for the year
- Forecast adequate supply for sales programs, ensuring appropriate inventory levels are maintained.
- Develop and participate in the delivery of supplier business reviews and monthly supplier communication meetings. Prepare content and work with senior management to codify information.

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### Guarachi Wine Partners - Woodland Hills, CA

Regional Sales Manager AZ/NM/NV/UT - April 2012 to July 2015

- Continuous development of domestic and imported wine portfolio
- Manage DI shipments to eliminate out of stock situations
- Interface with distributor partners to design, implement, and manage pricing, programming, and incentive models.
- Conduct regular business reviews with distributors by channel, and discuss key issues and expectations, formulating course correction when needed.
- Formulate and present wine programs to key decision makers including but not limited to: Regional on-premise chains, National Hotel Chains and Casino properties
- Present regional Whole Foods programs, hosting in-store tastings personally
- Coordinate trade education and tasting events with international suppliers. Plan, coordinate, and host winemaker dinners. Conduct wait staff education/trainings

### NDC New Mexico/RNDC Arizona/YMCo Arizona

Fine Wine Specialist - October 2008 to March 2012

- Management position for largest statewide wholesaler in New Mexico. Transferred to Arizona/GM sales, and then merged with YMCo.
- Responsible for specialized presentations to on and off premise fine wine accounts within specified territory.
- Supplier specific portfolio focus including Wilson Daniels, Kobrand, Treasury, Terlato and Vineyard Brands. Work directly with suppliers in the formulation of pricing for long term programming. Special event organizing, planning and execution.
  - Created wine list percentage tracking that became the template for the state of New Mexico
- Actively served on the Board of Directors for Santa Fe Wine & Chile Fiesta

Additional accomplishments include but are not limited to:

- 1996-1998 Arizona Beverage, 6 time Salesperson of the month, 2 time winner Club Callaway, 2 time winner Marlstone Society
- 1999-2003 DeLoach Vineyards, increased AZ by 88% in 18 months; secured RR Chard 1<sup>st</sup> Class Amer Airlines
- 2004 Published an 8 page feature article in AZ Food & Lifestyles Magazine on Valley Wine lists
- 2005 Presented with DIAGEO Star Award for Starwood Global Conference Beverage Program

ADDITIONAL INFORMATION AVAILABLE UPON REQUEST