**Summary**

Over thirteen years of experience leading sales and management teams to exceed revenue and profit goals. Proven track record of increasing sales with expansion of brand management growth throughout the Midwest. Presenting presentations to diverse-industry clients in several states. Expert relationship builder, channel developer, negotiator and sales strategist.

# **Experience**

**Artisanal Brewing Ventures, Area Sales Manager Ohio/Kentucky July 2016-Present**

**Cleveland, Ohio**

* Manage 2 states, 2 direct reports, 15+ distributors and maintain 150,000 cases of beer/year
* Increased volume with-in our core state of Ohio
* Develop strong relationships with Southern Tier, Victory and Sixpoint distributors throughout Ohio/Kentucky
* Communicate effectively and coach direct reports to improve sales, responsibilities, and knowledge of distributor management
* Execute multiple marketing programs and price alignments throughout Ohio and Kentucky
* Schedule sales calls and business reviews with ABV breweries footprint and key chain retailers
* Successful track record of managing regional budgets including volume, sales, marketing plans and distributor goals
* World class working relationship with VP of sales and members of ABV family
* Attend several events, festivals, and dinners while maintaining a professional image
* Assist VP of Sales with presentations, distributor visits and special projects assigned

Beverage Distributors, Inc., Brewery Brand Manager/Craft Sales March 2013-April 2016

Cleveland, Ohio

* Managed 10+ craft breweries, 6 direct reports and successfully grew sales of 500,000+ cases of beer/year
* Secured new craft breweries and managed marketing for all; DuClaw, Rivertowne, Millersburg, Homestead Beer Co, Saugatuck, and Latitude 42 Brewing
* Cultivated inventory levels, brand management and ordering of product
* Created Beer 101 Classes for all Beverage Dist. managers on craft beer portfolio
* Head of brand management for Northeast Ohio and direct contact with Heinen’s, Buehler’s and Acme buyers
* Organized and managed all craft beer events including; All About Beer Fest, World Beer Fest, Brewzilla, and Cleveland Beer Fest
* Developed, produced and managed new marketing programs including beer festival, promotions, and local events
* Presented sales presentations, monthly incentive goals, forecasted yearly sales and continually achieved 90% of quarterly PFP goals
* Obtained beer sponsorships for numerous Cleveland non-profits, including; H.E.L.P. Malawi, Chagrin Valley Hunter Jumper Classic, Ursuline College, Rescue Village~Geauga Humane Society and North Union Farmers Market

Beverage Distributors, Inc., Craft Beer Specialist January 2012-March 2013

* Server Cicerone certified
* Grew craft beer market outside Cuyahoga County, including Geauga, Lake, Portage, Summit, Medina & Lorain counties
* Problem solving with new accounts for product placements and promotion
* Lead the charge in social media publicity including Facebook, Twitter, Instagram, and created company monthly newsletter
* Organized craft beer events and festivals including; Brewzilla, *Scene Magazine* Ale Fest & Winter Warmer

Beverage Distributors, Inc., Sales Representative August 2010-January2012

* Organized, grew, and built approx. 100 accounts
* Studied accounts to understand customer focus for sale and promotion of products
* Managed time with daily routes, which varied from 20-30 stops

Beverage Distributors, Inc., Relief Sales Representative April 2010-August 2010

* Executed sales routes while team members were on vacation
* Worked closely with team members to execute sales
* Increased sales on given routes

# **Education**

Pennsylvania Culinary Institute, Pittsburgh, PA July 1999

Associate Degree, Hotel & Restaurant Management

Ursuline College, Pepper Pike, Ohio In progress

BA in Business Management

# **Community Involvement**

Crossfit Level 1 Certificate 2016

Crossfit and health coach

Cicerone, Beer Server Trained 2012

**My personality will win you over, my work ethic will inspire others and my desire to achieve greatness will never fade away.**