

WALTER K. WHYTE

High Bridge, NJ 08829 | 908.246.7061 | walterkwhyte@gmail.com | [linkedin.com/in/walter-whyte-b0119420](https://www.linkedin.com/in/walter-whyte-b0119420)

NATIONAL / REGIONAL SALES DIRECTOR

Dynamic, influential, passionate, and extraordinarily successful Wine & Spirits Sales Executive with advanced expertise across the 3-tier beverage alcohol system facilitating exponential sales growth, revenue generation, and brand visibility throughout all channels. Impeccable industry reputation, with unparalleled skills in leveraging extensive distributor and trade relationships to ignite significant and sustainable volume growth & profitability. Superior Communicator, Innovator, Educator, Motivator, and Team Leader/Member.

AREAS OF EXPERTISE

- Business Planning & Forecasting
- Pricing/Programming Strategy
- Budget & Financial Management
- Distributor Relations & Management
- Personnel Training & Development
- Brand Awareness & Education
- Sales Revenue & Profit Growth
- Brand Building
- Key Account Management

PROFESSIONAL EXPERIENCE

Regional Sales Director

August 2019 - May 2020

WhistlePig Whiskey, Shoreham, VT

- Effectively managed all sales and marketing activity within assigned territory for the top ultra-premium whiskey brand in the United States.
- Introduced and established monthly and yearly sales and depletion goals by SKU, reviewing and addressing results on a constant basis with key internal and distributor stakeholders.
- Revamped all pricing and programming, resulting in increased brand visibility and awareness at both retail and distributor level, and higher bottom line profitability.
- Directly supervised a staff of 2, leading by example and ensuring their immediate success, while also preparing them for career progression.
- Efforts resulted in a complete turnaround of what had been a consistently underperforming territory into one of the top regions within the company. Increased overall sales by 40%, distribution by 50%+, and revenue by 40%+.

National Sales Director

January 2018 - August 2019

Eastern Regional Sales Director

July 2008 - December 2011

Peachy Canyon Winery, Paso Robles, CA

- Led all sales & marketing activity throughout North America for one of Paso Robles' original and most iconic family owned wineries.
- Developed and implemented an entirely new Sales & Marketing Plan to include: KPI's, shipment/depletion goals, budgets, pricing/programming structure, inventory management, go to market strategy, etc.
- Constant interaction with Distributor Partners to monitor and discuss market/industry activity, achievements, discrepancies, competitive activity, and opportunities, and address accordingly to drive sustainable growth.
- Act as "the face" of Peachy Canyon, educating and informing personnel at the distributor, retail, consumer, and media level via tasting events, dinners, market work, interviews, etc.
- Created and implemented private label opportunities, resulting in exponential growth of 8K cases and over \$700K yearly.
- Overall increases of 25K to 60K cases sold, \$4.9MM to \$10.3MM in revenue, and 85% points of distribution.

Eastern Regional Sales Director

August 2013 - December 2017

Vino del Sol, High Bridge, NJ

- Managed all aspects of sales, marketing, and distributor/trade relationships, and reversed negative business trends for highly regarded, mid-sized, family owned importer, specializing in South American wines, throughout 14 states.
- Implemented pricing and programming strategy within region resulting in substantial growth in volume, distribution, brand visibility, and revenue.
- Introduced VDS portfolio into 3 previously unsold states, as well as Pennsylvania and New Hampshire Liquor Control Boards.
- Continual interaction both internally, and with distributor personnel at all levels to analyze KPI's, market activity, progress against goals, inventory levels, finances, etc., and formulation of appropriate action plans.
- Supervised and mentored 2 District Managers.
- Efforts resulted in explosive growth of 280% in case sales, and over 100% in gross profit. Expanded private label sales from zero to over 15,000 cases.

National Sales Director

December 2011 - April 2013

Gordon Estate Winery, Pasco, WA

- Oversaw all sales and marketing activity throughout North America for Washington's oldest estate winery.
- Developed long and short-term sales plans, goals, price structures, programming, and budgets with winery ownership, and implemented with Distributor Partners, continually monitoring and addressing findings through regular interaction and formal reviews held monthly, and at year end.
- Expanded distribution from 34 to 42 states, and into Canada, while successfully realigning distribution in another 4 states, forging new relationships and capitalizing on existing ones.
- Introduced and educated distributor personnel, retailers, and consumers on all facets of the winery, through tastings, trade shows, seminars, dinners, and in-store demos.
- Actions resulted in 35% increase in volume, 50%+ points of distribution, and significant gains in profitability and brand visibility.

Regional Sales Manager

July 2007 - July 2008

Billington Wines, Springfield, VA

- Managed all sales activity in a multi-state territory for a small family owned importer, specializing in South American wines. Responsible for over 20% of company's volume and revenue.

Field Sales Manager

April 2004 - June 2007

Allied Beverage Group LLC, Carlstadt, NJ

- Led a 15-member sales team focused on the Diageo portfolio of wine and spirits within NJ's largest wholesaler, responsible for sales in excess of \$25MM, and 150K cases. Consistently recognized for excellence in achievement, leadership, and teamwork by senior leadership internally, and at the supplier level.

EDUCATION

Business Administration - University of Maryland, College Park, MD

Business Administration - Community College of the Air Force, Maxwell AFB, AL

United States Air Force Airman Leadership School, Ramstein AFB, Germany