Joseph F. Terranova

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# Experience

## Sr. director of bus. development | advantage solutions| september 2019 – August 2020

Advantage Solutions is one of North America’s leading sales and marketing agencies specializing in outsourced sales, merchandising, category management and marketing services to manufacturers, suppliers and producers of food products and consumer packaged goods including adult beverage.

* Focused solely on national adult beverage clients such as Constellation, ABI, and Phillips Distilling.
* Achieved P&L targets; managed the business for each client(s) assigned.
* Owned and drove revenue growth; identified strategic opportunities and aligned business unit resources to secure those opportunities.
* Met and/or exceeded Client’s goals for sales, distribution, pricing, shelving and promotional volume.
* Developed and launched strategies to pursue innovative opportunities for new and existing clients.
* Managed and maximized manufacturer marketing/promotional funds to achieve sales goals while staying within financial guidelines.
* Identified opportunities and close white space within the market.
* Managed a plan to retain and expand upon all client relationships including suppliers and national retail accounts.
* Oversaw proper spending of yearly T&E to maximize value.
* Facilitated communication, opportunities, challenges, and workflow to other team members and attended all Client meetings and reviews.

## Adult Beverage Director | mckeever Enterprises| june 2017 – September 2019

McKeever Enterprises own 10 Price Chopper grocery accounts in both KS and MO and is one of the original families that brought big box grocery stores to Kansas City in the 1960’s.

* Oversaw entire liquor program for locally owned grocery accounts with sales annually of $7 million.
* Manages and supervises 20 employees and store directors to ensure business was streamlined between all accounts.
* Grew sales at a rate of 5% in a market that trended below flat for duration of the position.
* Built and maintained complete retail liquor program.
* Set pricing based on appropriate margins in line with market competition.
* Identified current and future requirements to ensure satisfaction.
* Established relationships and rapport with all wholesalers in both KS and MO.
* Managed all categories in department in order to make quality a top priority.
* Maintained all department records including programming, pricing, and buying.
* Addressed all customer inquiries and complaints accordingly.

## Beam SUntory portfolio manager, Western MO | major brands | aPRIL 2015 – june 2017

Major Brands is a leading wholesaler of premium spirits, wine, beer, and non-alcoholic beverage in Missouri.

* Responsible for $20 million of sales in the western territory of Missouri including Kansas City, Springfield, and Branson.
* Managed all of Beam Suntory’s business done by a total of 15 sales reps and managers with a focus in the on-premise channel.
* Grew sales by an unprecedented 21% for the duration of my tenure in key accounts.
* Managed menus, programs, and distribution in 75 influential key on and off-premise accounts.
* Accountable for brand activation for Beam Suntory’s premium spirit portfolio in territory.
* Executed trade and consumer events such as Whiskey in the Winter (St. Louis) and 417 Whiskey Fest (Springfield).
* Presented and sold programs to key chains such as Hy-Vee, Walmart, Price Chopper, Macadoodles, and Brown Derby.
* Delivered industry leading educational seminars at various events.
* Liable for meeting quarterly KPI’s set forth by Beam Suntory and Major Brands.
* Properly managed T&E budget on an annual basis.
* Utilized Diver and other industry specific reporting systems to track and hold accountable distributor performance.
* Launched new brands and line extensions on a regular basis.
* Compared and reviewed all competitive networks to ensure Beam Suntory didn’t fall behind on trends.

## Luxury Portfolio Specialist, Western MO | Beam Suntory | July 2014 – aPRIL 2015

Beam Suntory is the 3rd largest producer of spirits in the world. In 2014, Suntory Beverage out of Japan purchased Beam, Inc for $16 billion and is now a subsidiary of Suntory Holdings.

* Beam Suntory’s 1st ever brand specialist in market.
* Quickly became part of Kansas City’s bar scene by joining the city’s USBG chapter.
* Acted in dual capacity as an avid brand advocate and an effective salesperson consistently balancing the commercial realities and priorities with brand engagement.
* Developed and executed a business plan for over 50 key influential on-premise accounts in the western territory of Missouri.
* Researched all competitive programs in territory to better understand what was successful and what was not.
* Performed monthly business forecasts and reviews with Beam Suntory corporate level management.
* Worked closely with Beam Suntory’s corporate development teams to ensure quality of communication was satisfactory.
* Maintained proper spending of a T&E budget of $30,000 to safeguard against any unreasonable expenditures.
* Communicated weekly with brand teams to develop strategies, give input on new brands and develop marketing tools.
* Educated key consumers to increase brand awareness and loyalty.
* Established relationships with private organizations and key trade communities to seed brands within them.
* Accountable for meeting quarterly KPI’s set forth by Beam Suntory and Major Brands.
* Properly managed T&E budget on an annual basis.
* Utilized Diver and other industry specific reporting systems to track and hold accountable distributor performance.
* Launched new brands and line extensions on a regular basis.
* Compared and reviewed all competitive networks to ensure Beam Suntory didn’t fall behind on trends.

## sales consultant, sPECTRUM | wirtz beverage of illinois | October 2006 – april 2013

Now called Breakthru Beverage after a merger with Sunbelt Charmer out of New York, Wirtz Beverage of Illinois was a liquor wholesaler in Chicago founded in 1945. The Wirtz family made their fortune buying and selling real estate as well as owning banks. They are now the 3rd largest national wholesaler of premium wine, beer, and spirits.

* Top sales performer month in and month out with multiple Salesmen of the Month honors.
* Credited with helping to cultivate brands like Tito’s, Fireball, Buffalo Trace, and Fetzer wines during their major growth periods.
* Planned and executed detailed sales strategies that resulted in net profit for WBI and its customers.
* Dominated competition in territory by applying sales techniques and creative marketing skills.
* Maintained a trusting rapport with buyers to help establish integrity of WBI as the market leader in the wine and spirits industry.
* Consistently exceed goals and objectives set forth by Wirtz Beverage and their suppliers.
* Gained valuable experience in selling a multitude of suppliers’ portfolios such as Diageo, Brown-Forman, Sazerac, Banfi, and Kobrand.

# Education

## Bachelor’s Degree (B.A.) | May 2002 | University of illinois at chicago

Major: Communications