

Bob Jones

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Summary

Dynamic, entrepreneurial, decisive sales leader with over 20 years of experience in growing revenue, market share, productivity and margin growth. Proven history of profitably developing and executing strong growth-oriented sales and marketing strategies, balancing both short-term and long-term objectives. Significant success leading and growing sales with both direct and indirect customers in multi-step distribution channels. Track record in quickly identifying new market opportunities and customer targets, then converting to revenue.

Extensive business development success; division start-ups, market entries, importer or distributor establishment and development, retail development, and new product and/or brand introduction. Successful in establishing and managing business relationships with distributors and retailers, stakeholders, and external partners.

Sales management success with a track record of building, training, coaching, managing and evaluating professional sales teams and importer / distributor partnerships to maximize sustainable and profitable sales. Considerable experience in re-structuring sales organizations to maximize results.

A consultative salesperson who helps to develop business and programs that benefit all parties. Establishes and grows strong relationships with key stakeholders; company personnel, direct and indirect customers, alliance companies and industry associations.

Experience

Pusser's Rum Ltd., North Charleston, SC
Premium Rum Brand

2017 – Present

Director of International Sales

- Identified Opportunities, Developed and Executed plans that lead to significant business development in different U.S. states
- Reorganized European Distribution system; changed from 2 master importers who then sold the brand to importers in 30+ countries to setting up a bonded warehouse and then partnering directly with importers.
- Project Management – Helped to develop and successfully introduce 2 new products to market
- Hired, trained and manage 2 salespeople in Europe

R. Jones & Associates, Mount Pleasant, SC

2014 – 2017

Private firm; provides sales and marketing consultation services to domestic and international manufacturers and distributors.

Sales Consultant

- Enabled manufacturers to gain successful access to new markets in Europe, Asia and South Africa
- Developed and implemented sales and marketing strategies and plans
- Trained client executives from manufacturing and distribution industries on effective sales structure and strategy, brand management, and market development

American Beverage Marketers, New Albany, IN

2001 - 2013

Premier American manufacturer of non-alcoholic cocktail mixes; sales \$100M+ / year.

Vice President, International Sales

- Responsible for all sales outside of the U.S., which included 80+ other countries
- Introduced brand and developed markets throughout Europe, Asia, Australia, Middle East, the Caribbean and South Africa
- Increased international sales on a profitable basis from trace to \$10M+ during tenure
- Developed, trained and managed sales operations with staff of 5
- Recruited, contracted, trained, set support expectations with 70+ importers / distributors
- Designed, implemented and monitored sales and marketing plans for each country's exclusive distributor
- Dedicated significant time to field distributor sales / product training / product demonstrations / management performance reviews / objectives / budget setting
- Established relationships and grew business with important end customers; both chain and independent accounts
- Initiated training program established by company; hired, trained and managed Brand Ambassadors (Trainers) in over 50 different markets
- Educated and trained appropriate companies, managers and sales professionals in each market on category trends, company, brands and profitable solutions for their business
- Conducted several hundred total presentations, in over 50 different markets
- Networked extensively to develop strong relationships with distributors, end customers, associations, schools and alliance companies.

Wyandot Snacks, Marion, OH

1997 - 2000

U.S. based \$100M+ private label and contract manufacturer of snack chip products.

International Sales Manager

- Developed and grew business in Europe, the Caribbean, the Middle East and U.S. Export Companies

Sales and Business Development

1995 - 1996

Private sales and marketing consultancy

Owner / Consultant

- Worked with clients in Europe and the U.S.
- Developed sales and marketing plans
- Organized sales structure and sales incentive programs

Campbell Soup Company, Washington D.C.

1988 - 1993

Sales Manager

Education

Indiana University, Bloomington, IN

1995

Master of Business Administration - Marketing

Michigan State University, East Lansing, MI

1988

Bachelor of Arts - Materials and Logistics Management