

Andrew Hyman

Sales Leader

High energy and self-motivated proven sales leader with over 15 years of industry experience. Performance driven with the ability to lead and develop team members, increase sales while growing the bottom line, drive accountability and design market specific plans to drive sales. Strengths include ability to lead a large team, forward thinking, adapt to change, highly organized, strong analytical skills, solution oriented and ability to quickly form relationships both internal and external. Excel in dynamic and demanding situations while remaining focused and practical.



Work History

2018-05 - Current

Senior State Director of Retail

Southern Glazer's Wine And Spirits, Dallas, TX

- Plan and manage supplier portfolios that account for more than \$280mm in NSV
- Grew cases sales by 2.6% while growing NSV by 6.8% in CY19
- Continuously evaluating internal and external AOP to find efficiencies year over year. Texas is the only state to hit Bacardi FY plan every year.
- Develop strategies to ensure all national initiatives are achieved while creating local marketing plans to continue to grow the overall portfolio
- Established and implemented new processes and procedures for budget management, employee reviews, monthly business tracking and sales objectives

2016-03 - 2018-05

State Chain Director

Southern Glazer's Wine And Spirits, Dallas, TX

- Managed regional chain activity throughout Texas for Heaven Hill, Patron, Bacardi, Stillhouse, Illegal and ADB suppliers
- Directly lead a team of 5 KAM's who call on the 8 largest chains accounting for 970k+ case and \$151mm
- Worked closely with our on premise team, trade development, and finance to ensure all departments are driving in the same direction and to allow myself to the opportunity to lead and learn from others
- Developed processes and procedures for our division to allow us to call on our largest customers more effectively and easily communicate successes and opportunities
- Helped the state of Texas achieve our plan for our first 2 years and worked with my State VP and finance director to build future plans that allow us to smooth our business and grow our bottom line

2014-06 - 2016-02

Sr. National Accounts Manager-Kroger

Beam Suntory, Cincinnati, OH

- Responsible for over 450K cases and \$35MM+ in NSV across more than 1900 stores in 28 states

- Managed a BI budget of ~\$1.4 MM
- Finished 2016 growing cases 6% while growing dollars 11.7%
- Worked diligently to ensure flawless communication to all levels of Beam Suntory management and our distributor network regarding price discrepancies, new and deleted items, current and upcoming promotions and ad activity
- Planned and developed strategies to present new items and programming for multiple banners including Kroger, Ralph's, Fry's, Smith's, Food 4 Less, QFC, Fred Meyer, etc. Achieved over 7000 new points of distribution across these banners while in the role.
- Weekly calls and/or in person meetings with buyers and key distributor personnel across the country to discuss market by market successes, concerns, competitive activity and what we need to do moving forward to continue to strengthen our business
- Planed budgets annually and quarterly to ensure we maximized our spends and had the ability to execute all programs we committed to

2013-06 - 2014-06

National Account Manager-Target/Costco/Meijer

Beam Suntory, Deerfield, IL

- Total accounts were up 12% in depletions, 14.1% in NSV
- Made regular account calls with all buyers to secure new items and monthly programming
- Successfully secured Beam Suntory brands on display in Target every month and worked closely with the spirits buyer and her team to obtain TPR tags across our total portfolio
- Continuous communication with Costco corporate and regional buyers as well as distributor partners helped secure additional programming for top priority brands across the country
- Worked with our activation team to develop custom holiday VAPs and with all State Managers, DVP's and operations to ensure we had proper pricing in place and could deliver on time

2012-06 - 2013-06

South Texas Channel Manager

Beam Suntory, Houston, TX

- Grew Houston's general market business by 18.8% by building relationships with local distributor managers and sales team to achieve volume and distribution KPI goals
- Helped establish the local market budgets and provide insight on market activity to help with brand estimates and POS needs
- Expanded key accounts by developing local market programs designed around volume, distribution, shelf and POS management and displays, while making sure we had proper incentives in place
- Insured KPI goals were achieved by setting monthly distributor goals, working closely with the distributor sales and management team, and running programs at key selling times to maximize case volume
- Conducted quarterly business reviews to help align with distributor partners on what's working and what's not and adjusted plans accordingly

2011-09 - 2012-06

South Texas Market Manager

Whyte and Mackay Americas, Houston, TX

- Managed both on and off premise market to ensure the sales and distribution goals set forth were achieved
- Controlled multiple budgets, established relationships with key accounts and distributor teams, assisted with pricing and depletion reports, and kept management up to date on all competitive market activity
- Increased OND sales in the largest retail chain by 16% from the previous year

2009-09 - 2011-09

Spec's Key Account/District Manager

Republic National Distributing Company, Houston, TX

- Trained and managed Sales Representatives and Merchandisers solely responsible for Spec's chain
- Direct calls on the head liquor buyer to manage pricing, programs, distribution, and volume buys for all markets
- Grew total division sales within the chain 6.2% while over all chain business grew 5.3%



Education

2001-08 - 2003-07

Bachelor of Arts: Communications

St. Edward's University - Austin, TX



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Skills

IRI, Nielsen, Diver, BI HANA, Compass, Sales Nav

Beam Suntory Gold Trainer Certification and Financial Accumen award winner

Proficient in Microsoft Suite

WSET 2, Don Kinnan Training, D.E. Jones R.O.S , R.O.C,