

Leigh Erickson

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Summary: Sales and brand management professional with strong leadership, planning, business development and marketing management skills to set direction, develop policy, execute against strategy and achieve set sales goals with strengths in the following categories

Distributor Management
Creative Sales Programs and Incentives
Budget Management and Analysis
Strategic Local Market Planning

Training and Team Development
Project Management
Brand Event Coordination and Execution
New Product Launches and Presentations skills

EXPERIENCE

Southwest Spirits, Tampa FL

2019- present

Florida State Manager

- Responsible for executing on and off premise sales strategy including national/regional chain accounts to drive volume in Florida.
- Executed local program development/commercial solutions to improve brand execution and image in market – includes: proper distribution of NUE Vodka sizes, merchandising programs, shelf management positions
- Partnered with District/Field Managers and Sales Representatives to develop and grow the NUE Vodka brand.
- Responsible for managing the partnership and all brand-related initiatives with the distributor portfolio manager.
- Conduct General Sales Meeting on a regular basis.
- Conduct and participate in Business Reviews covering assigned geography.
- Meet monthly with District/Field manager to review KPI's and sales execution.
- Analyze distributor business in order to develop the right plans by collaborating with Regional VP
- Maintain and nurture relationships with all Florida Key Retail accounts

Heaven Hill Brands, Tampa FL

2015- 2018

Key Account Manager - Off Premise Regional Chain

- Account responsibility for ABC, Publix, Winn Dixie and the 10 largest volume FL Independent retailers
- Perform the processes necessary to sell the Heaven Hill portfolio through the national and regional off-premise chain market.
- Coordinate with Directors and Area Managers the integration of regional and national retail initiatives to assure effective wholesaler execution.
- Fully understand the goals and objectives of national accounts and their competitive position in the market
- Establish and maintain an effective call point schedule based on priority accounts for the region.
- Coordinate necessary communication with Wholesaler chain team to help penetrate and execute retail initiatives with Chain universe.
- Plan trimester marketing programs and monthly brand priorities for Heaven Hill field sales and key wholesalers.
- Develop and managed individual retail annual business plans for each call point; including the identification of the account's distribution gaps, and promotional opportunities.

Next Level Marketing, Louisville, KY

2013-2015

Phillips Distilling Market Manager, KY/TN

- Implement local merchandising, tasting and promotional programs and direct local distributors' activities to achieve the sales and distribution goals set by corporate management
- Develop and maintain sales contact with all major customers and new prospects. Maintain and expand existing distribution and sales. Ride with distributor sales managers and oversee execution of local sales efforts addressing market problems and opportunities.
- Sales and Market Budget allocation that includes accurate forecasting, program planning and deal pattern analysis and price structures.
- Launch all new products achieving volume and distribution KPI's as set by management. Schedule and conduct distributor planning meetings and business reviews to optimize performance and work within new process, framework and format with Regional Marketing for strategy and market tactics.
- Ensure compliance with all national account initiatives, including follow up reporting. Call on key accounts and chains in the area to ensure distribution, ordering, programming and proper shelf positioning of brands.
- Develop and execute short- and long-term sales objectives. Work with distributor management and Phillips Distributing to set up monthly programming and performance evaluation • Maintain accurate records regarding distributor profiles, retail and on-premise distribution, and competitive activity and pricing. Manage all sales expenses and budgets for state.

Brown-Forman, Louisville, KY

2007-2011

On Premise Manager, KY

- Produced an average of \$5 million in Gross Profit annually and managed Brown-Forman Kentucky Territory
- Designed high priority and Measurable Performance Standards (MPS) level programs for On Premise KY distributor team with defined goals and success rate to drive results. Created programs in line the brand prioritization calendar, including Full System Execution Programs. Creation of Goals and Programming led to 95% goal attainment of set priorities for FY10 and FY11
- Work closely with National Account Manager for Strategic Regional Account (SRA) programming, setting specific SRA MPS goals and met with RNDC bi-monthly to recap and review SRA priorities
- Managed and executed key brand events such as Kentucky Derby which required working with multiple layers of teams to include Trade Marketing, Trade Relations, Meeting Planning, Brand Teams, Distributor, Churchill Downs, Levy and agency.
- Responsible for coordination of products for all local Brown-Forman Corporation Community Relations sponsored events (average of about 8-10 per month in Metro Louisville area) with RNDC, the venue, and third party non-profit organizer.

Republic National Distributing Company, Louisville, KY

2005-2007

Off Premise Sales Representative and On-Premise District Manager, Western KY

- Provided superior service to clients through attentive follow-up and by effectively responding to requests, inquiries, suggestions, and concerns. I continuously interacted with community businesses, organizations, and agencies to develop and maintain an exemplary network of business associates
- Consistently met and/or exceeded goals set by RNDC and major suppliers.

Bryant Distributing Company, Louisville, KY

2000-2004

On and Off Premise Sales Representative, Owensboro, KY

Rahill's Contemporary Cuisine

1998-2000

Restaurant Owner and Operator, Owensboro, KY

Education:

Full Sail University, Orlando, FL, M.S., Internet Marketing, Graduate Studies

Western Kentucky University, Bowling Green, KY, B.S. Hospitality Management and Business Administration, 1996