**Todd Broman Pedersen**

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**Profile**

A driving passion for wine and 23 years’ experience at the distributor and supplier level involving management, sales, customer service, distribution, education, marketing and merchandising. Extensive knowledge of domestic and foreign wine regions with the ability to educate, motivate and sell.

**Experience**

**Europvin USA**

**Region Manager (July 2015 – August 2019)**

* Managed a $1.6M territory and distributor partnerships in OH, PA, NJ, DE, MD, DC, VA, NC, SC, KY
* Directed all account related activity including new item presentations, distribution objectives,

goals/budgets, distributor meetings/training, programming/incentives, trade shows, market visits, consumer dinners, social marketing.

**Spire Collection**

**Region Manager (July 2014 – June 2015)**

* Managed distributor partnerships in OH, MI, PA, NJ
* Created distributor programs and incentive plans to ensure sales and progress
* Established annual, monthly sales goals for distributors
* Created pre-sell programs for ultra-premium wines

**Dreyfus Ashby & Co.**

**Region Manager (2012 – May 2014)**

* Managed distributor partnerships in OH, MI, PA, KY
* Developed and maintained relationships with On and Off Premise Chain/Independent accounts
* Market work with key winery people and distributor sales representatives
* Conducted educational seminars for distributors, trade and consumers
* Managed bill backs, SPA’s and DA’s with distributors

**Vintage Wine Distributor Inc.**

**District Manager – Vintage Estates South (2001 - 2012)**

* Responsible for hiring, training and support of eight sales representatives in Columbus,

Cincinnati and Dayton

* Increased division sales from $3.1 to $5.9 million representing 60% of southern Ohio sales
* Brand management to satisfy and exceed supplier goals in a highly competitive market

**Sales Representative – Columbus, Ohio (1996 - 2001)**

* Focused in on-premise and fine wine accounts
* Expanded account base by 55% and sales from $120,000/year to $880,000/year
* Key speaker and developer of an annual event “Wine Camp” at a local lodge attracting over

100 people from a multi-state area attending a weekend of wine education

**Education**

**The Ohio State University**

* Master of Arts, Business Administration (MBA) completed first year (1996)
* Bachelor of Arts degree, International Studies (1991)

**Court of Master Sommeliers**

* Certificate Sommelier Course (2004)

**CSWS**

* Certified Sherry Wine Specialist (2015)