

# Jacob Fairchild

- R E S U M E -

## CONTACT

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## PROFESSIONAL PROFILE

Results driven leader that blends training, product education and relationship-sales expertise to create brand advocacy and surpass established sales goals for suppliers in the beverage industry. Known for a tenacious drive and creative, dynamic approach to all aspects of an organization.

## PROFESSIONAL EXPERIENCE

### Frederick Wildman & Sons - Area Sales Manager

6/2019 - 3/2020

*South Texas & Louisiana*

Achieved consistent growth on all brands in portfolio by passionately motivating and creatively managing the distributor sales force, executive leadership and top premium account relationships through inspiring confidence and gaining respect as an effective and trusted supplier partner.

- Established a culture of constant, positive communication with distributor teams across all markets to deliver two-way communication to best capture all opportunities and enhance strategic insights on delivering brand standards and depletions.
- Consistently develops positive relationships with key on & off premise account buyers, top regional and national accounts, and brand influencers in the luxury/fine dining channel and retail markets.
- Lead in developing and presenting quarterly business reviews with distributor's executive leadership, which includes strategic, financial, volume and distribution goals, and objectives that increased share of mind with sales leadership.
- Delivers memorable sales presentations to trade and distributor teams that created brand advocacy by focusing on unique and memorable brand stories and relentless engagement.
- Designed and implemented sales incentive programs for distributor management and sales teams that delivered exceptional results over competitive brands.
- Managed and executed successful new product launches including item setup/pricing, updating marketing to specific market needs and exceptional communication to the sales team to insure distribution and engagement on day one.

### Sovereign Brands - Area Sales Manager

12/2017 - 6/2019

*Texas*

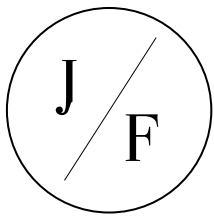
- Achieved 1<sup>st</sup> place in an internal supplier regional competition for highest average depletion growth of top brands in the first 6 months of 2018. Texas achieved 274.8% growth.
- Introduced creative sales programs, shared across state/regional lines to be a leader in best practices within organization.
- Increased points of distribution 24.81% in retail channels and 14.9% in on-premise channels.
- Organized and managed local market consumer and trade educational and experiential events monthly including wine dinners, staff tastings and educational events.
- Managed assigned budgets including distributor incentives, travel & entertainment, samples, demo tastings and others as needed.

### Ketel One Market Area Manager - MKTG

12/2016 - 10/2017

*South Texas & Louisiana*

- Increased Ketel One flavor distribution by 44 new premium fine dining & craft cocktail accounts in Texas and Louisiana.
- Integrated a culture of open and constant communication with all local Diageo teams including Activation Army, Diageo Reserve team and the local distributor to best support all brand needs and opportunities in the market.
- Presented 36 dynamic bartender/staff trainings on Ketel One quality and rich heritage that created a culture of brand advocacy and excitement, increasing overall brand sales.
- Produced 3-4 brand centric consumer events monthly, focusing on supporting programs in key accounts and creatively highlighting Ketel One far and beyond local competitors.



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## EXPERIENCE CONTINUED

### Southern Glazer's - Multi-Cultural State Manager

1/2016 - 12/2016

*Diageo & Moet-Hennessy - Texas*

Developed meaningful relationships with critical on-premise accounts, local and state multi-cultural consumers and influential community organizers to increase overall supplier sales and strengthen the brand's presence within the target community in Texas.

- Managed significant Ketel One, Smirnoff and Belvedere vodka budgets to execute below-the-line marketing programs that not only connected consumers to each brand, but increased distribution and sales in critical accounts 350% or more.
- Facilitated dynamic bartender/staff training and incentive programs that crafted a rich culture of brand advocacy and excitement, increasing overall brand sales.
- Supported strong and consistent communication with each local market's sales teams and management, specifically encouraging an "open-door" relationship to identify the best opportunities in each sales representative's territory.
- Formed beneficial relationships with community bartenders and influencers to identify and prioritize new placement and brand opportunities.

### Lasco Enterprises (The Tasting Room, MAX's Wine Dive)

12/2008 - 1/2016

*Leadership & Development Manager / Wine Sales Education Specialist*

- Responsible for the effective development, coordination and presentation of all learning initiatives for over 500 employees. Additionally responsible for beverage sales manager coaching and development.
- Instituted an enterprise-wide, online wine education & certification program entitled "Wine-University" totaling 60+ graduates. Other courses included Wine 101, Tequila 101, Spirits 101 and Wine Sales Manager 500 training.
- Lead trainer and facilitator for 12 new store openings.
- Designed and developed learning activities, audio/visual materials, instructor guides and lesson plans.
- Created a management development program for all leadership positions based on the Situational Leadership model that strengthened a succession planning strategy and grew a high potential leadership pool.

*Enterprise Wine Sales Manager*

- Sales leadership role that served as a key member of executive team developing sales strategies to maximize opportunities over 14 locations. Increased wines sales from \$11.5 Million in 2011 to \$15.1 Million in 2013.
- Grew retail wine sales revenue 33% percent between 2011 & 2013 enterprise wide.
- Introduced innovative sales promotions to enhance guest wine experience and grow revenues.
- Lead the selection and creation of a proprietary wine program of over 30 private labels with supplier partners in 6 Countries.

## EDUCATION

UNIVERSITY OF HOUSTON

Bachelor of Science  
Hotel & Restaurant Management  
May - 2009

Minor in Beverage  
Marketing & Management  
May - 2009

## CERTIFICATIONS

Certified Specialist  
of Wine  
*The Society of Wine  
Educators*

Certified Sommelier  
*The Court of Master  
Sommeliers*

## TECHNICAL SKILLS

- MS Word
- MS Excel
- MS Power Point
- Micro Strategies
- InDesign
- Schoox LMS Software
- Binwise Inventory Software
- Aloha POS software
- ADDIE Model