

CHUCK PURRINGTON

Fountain Valley, CA 92708 | 714-724-5157 | cpurrington@outlook.com | www.linkedin.com/in/chuck-purrington

SALES AND BUSINESS DEVELOPMENT LEADER

Sales Management | Revenue and Distribution Growth

Sales manager with extensive experience increasing revenues and profit performance for the wine and spirits industry. Strong leader with accomplishments in training, mentoring and directing highly skilled sales teams in exceeding corporate objectives. Proven expertise in driving profit through evaluation of growth opportunities for high-profile accounts. Expert presenter, negotiator, and businessperson noted for superior communication skills.

CORE COMPETENCIES

Staff Training and Leadership | Sales Management | Exceeding Quotas | Key Account Management | Budget Management
Strategic Planning and Implementation | Wine and Spirits Education | Customer Relationship Management | Mentoring

PROFESSIONAL EXPERIENCE

Ste. Michelle Wine Estates, Southern California
Senior Key Account Manager

November 2009 – July 2020

Provided leadership and brand management for 13 On-Premise sales teams, and two Off-Premise Sales teams from Riverside area to Mammoth Lakes. Successfully executed company volume and distribution goals and responsible budget management.

- Trained and mentored new hires to drive productivity and revenue.
- Collaborated with management to develop combos and selling tools for distributor sales teams to help meet sales goals of 15% to 25% on luxury wines also increasing accounts sold.
- Delivered high-impact coaching to SMWE reps on marketing and ideas to secure sales and move the product.
- Motivated distributor sales teams to achieve goals and scorecard success through hands-on management.
- Conducted Chain Account surveys and Go Spot Check Off Premise surveys for strategic planning efforts which maintained planner compliance and held distributor responsible for meeting distribution goals.
- Worked with Retail Chains to assure number of facings, shelf positioning and floor stacks were all in compliance at the store level.
- Worked with wine shops and retailers to increase distribution and sales volume by 20%.
- Conducted in-store consumer tastings at key retailers.
- Created a constant flow of sell sheets and marketing tools for the team while adhering to company goals. Shared the efforts with Northern California team.
- Spearheaded and continuously updated SMWE Portfolio. Shared with Northern California and global accounts.
- Utilized hospitality expertise to create menus, wine list, and promotional material for customers and SMWE team which got brands in print quickly and cost effectively, enabled brand exposure, and increased growth 14% (2019).
- Retained key accounts by working with SGWS team managers and reps to keep SMWE as the to go-to supplier.
- Volunteered to take on the responsibilities of the L.A. and Santa Barbara teams after the existing rep relocated.
- Won the Presidents Club Award for contributions to growth in business and profitability goals while being recognized among the top 5% of salespeople at Ste. Michelle Wine Estates for 2016 and 2017.
- Awarded Business Development Manager of the Year accolade in an organization comprising of 65 others in this role for 2017.
- Accomplished West Region Top Performing Precision Selling Territory Business Development Manager 2017.
- Earned Champagne Nicolas Feuillatte Salesperson of the Year 2017.

Southern Wine & Spirits, Cerritos, CA

December 1993 – October 2009

On-Sale Division Wine Manager, February 2008 – October 2009

Oversaw the North Orange County on-sale division of over 1,100 accounts to increase client base. Sourced new business by regularly conducting sales activities and wine tastings.

- Key contributor to revenue growth by managing 12 sales representatives (the largest on-sale team), two key account representatives, and two brand specialists to maximize their efforts and selling potential.
- Drove revenue by achieving 100% of goals for top five suppliers in the first six months.
- Increased distribution of wine portfolio from 78% accounts sold to 89% accounts sold.
- Maintained wine sales dollar volume to only 4% down for 2008 versus 14% for on-sale division.
- Secured repeat business base by effectively and professionally servicing existing customers.
- Spearheaded high-impact marketing campaigns, menus, wine list, and drink list by working with chefs, managers, and owners to ensure maximum profitability, guest and staff involvement, and suitability to company suppliers.
- Won Wine Manager of the Year award for 2009 for consistently achieving above average quota attainment, distribution goals and budget responsibility.
- Organized and prioritized over 80 monthly sales quotas and distribution goals for the sales team.
- Retained high-value accounts by speaking at wine tastings and wine event banquets.

Hotel & Restaurant Specialist, December 1993 – February 2008

Orchestrated all bottom-line factors for key accounts around the Disneyland Resort including Disneyland, Hilton, Marriott, Sheraton, and Angels.

- Nominated for the On-Premise Sales Representative of the Year six times in an organization of over 160 salespeople.
- Winner of high-profile sales incentive trip to Hawaii five of seven times the trip was offered.
- Drove revenue year over year and increased sales in territory for 15 years as an On-Premise representative.
- Monitored over 48 monthly quotas and distribution goals to exceed company objectives.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Court of Master Sommeliers
Level One Certified

Society of Wine Educators
"Certified Specialist of Wine" program

Wine & Spirits Education Trust
WSET Level II Certified

Italian Wine Central
Italian Wine Certification Course 2020

Completed 11 subjects on Altria Learning:

Altria Values, Communications, Compliance and Integrity, Deliver Winning Results, Deliver with Impact, Guidance on Business Operations, Innovate with Courage, Leadership Development, Make it Simple, People Development, Grow People and Teams, Project Management, Prioritize Resources and Professional Skills

TECHNICAL SKILLS

Proficient in Microsoft Office Word, Excel, Outlook, PowerPoint, and Publisher