

**— SENIOR LEVEL SALES PROFESSIONAL —**

Dynamic, results-oriented sales professional with 15+ years of success building and maintaining brand equity, brand awareness, and brand profitability. Adept in defining and driving the attainment of depletion and profitability goals on a fiscal basis. Articulate communicator who excels in delivering presentations to all levels of executives, distributor sales forces, and National Accounts. Expertise in the following areas:

Sales Forecasting & Development	Strategic Planning & Selling	Distributor Management
Account Management/Retention	Sales Programming	Brand Marketing
Financial Management	Quota Achievement	Merchandizing Manager
Team Budgets	Preferred Supplier	Align Pricing Nationally
Price Memorizing	National Presentations	Data Analysis Expert
Trade Promotions	Analytical Skills	Team Management

**— PROFESSIONAL SYNOPSIS —****CASTLE BRANDS INC, New York, NY****2007-Present*****Director of National Accounts Off-Premise & E-commerce (2013-Present)***

- Responsible for the top national accounts off-premise nationally
- Present and submit new item forms for national accounts
- Maintain and increase new PODs nationally
- Work closely with national accounts managers throughout my distributor network
- Incentivize and oversee national account managers incentive programs. PODs, Volume, Scans
- Prepared comprehensive analytical sales reports to better focus a sales team on delivering an overall profit
- Work with and collaborate with Castle Brands VPs to assure proper planning on national account in their territory

***VP of Sales Northeast Region, MA, RI, CT, NH, VT, ME (2015-Present)***

- Develop yearly, quarterly and monthly volume goals to achieve fiscal year profit objectives by brand
- Program sales managers and reps with incentives and PODs goals by brand
- Develop sales plans with portfolio managers with follow up on YTD numbers
- Manage and incentivize merchandising teams in the territory to program and obtain goals
- Train merchandising team and follow up on current display and shelf-work goals
- Present at monthly distributors general sales meetings to update and inform sales teams on brand portfolio
- Present programs to chain store accounts, developing over 300 top accounts in the region
- Present marketing plans to my distributor networks
- Help develop and present marketing programs to the sales force to build brand awareness and consumer pull
- Perform ride-withs with sales managers and sales reps
- Provide on-premise tasting seminars to wait staff, managers and customer events

***Regional Manager MA, RI, (2013-2015)***

- Programmed brands within distributor network and achieved yearly goals and profitability
- Called on and programmed regional restaurant chains
- Called on top 100 accounts on & off premise and performed sales reps ride-withs
- Planned and executed promotional events to grow sales and brand awareness in accounts
- Instituted yearly marketing programs highlighting a 90-day selling window based on holiday and seasonal sales volumes
- Developed brand equities and market share through on- and off-premise programming
- Implemented on- premise drink menu programs
- Managed and trained the New England merchandising teams through distributor network
- Created and executed displays, POS, shelf work, cold box and presented new items

### ***Massachusetts State Manager (2011-2013)***

- Programmed brands within distributor network and achieved yearly goals and profitability
- Called on top 100 accounts on & off premise and performed sales reps ride-withs
- Planned and executed promotional events to grow sales and brand awareness in accounts
- Instituted yearly marketing programs highlighting a 90-day selling window based on holiday and seasonal sales
- Developed brand equities and market share through on- and off-premise programming
- Implemented on- premise drink menu programs
- Managed and trained the New England merchandising teams through distributor network
- Created and executed displays, POS, shelf work, cold box and new item presentations

### ***Massachusetts Business Manager (2007-2011)***

- Called on top 100 accounts on & off premise in MA
- Programmed top accounts to hit quarterly and yearly goals. Volume, PODs, Displays, Print ad/Menu placements
- Perform sales reps ride-withs to educate sales personnel on brand history and yearly goal objectives
- Planned and executed promotional events to grow sales and brand awareness in accounts and trade shows
- Created and executed displays, POS, shelf work, cold box and new item presentations
- Implemented new brand activations following the marketing team guidelines and programs initiatives

### **NORFOLK WINE & SPIRITS, Norfolk, MA**

**2000-2007**

#### ***Owner***

- Managed day-to-day operations of busy retailer
- Supervised and trained 15+ employees
- Forecasted and managed inventory levels for over 5000 skus
- Created and executed weekly in-store wine, beer and liquor tasting/seminars
- Creator and host of a monthly cable show educating home viewers on fine wines and spirits

### **HIRAM WALKER / ALLIED DOMECQ SPIRITS USA, Braintree, MA**

**1998-2000**

#### ***Business Manager of New England On & Off premise***

- Responsible for the top 300 account on & off premise in New England. Sales, Marketing and POS
- Call in orders to the appropriate sales manager when cold calling accounts
- Performed shelf work, built displays and cold box activations in all accounts assigned
- Managed the NE distributor merchandising network. POS, Drink Menus, Window signs...
- Worked with distributor sales teams, performing monthly ride withs

#### **— TECHNOLOGY —**

MS Office • Vistaar • Diver • SOP

#### **— EDUCATION —**

The Regional Criminal Justice Training Council (RCJTC)  
Graduate Criminal Justice