

Justin Lewis

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Sales Manager

Goal Oriented | Strategic Planning | Business Development

An award-winning, resourceful and results-driven Sales Manager offering years of experience in strategic operational planning, as well as coordinating the implementation of key projects, procedures and management within the alcohol industry. Demonstrated history in cultivating and maximizing high-value business relationships and strategic partnerships with customers, key decision makers, suppliers and senior management.

Presently manages a team of seven sales representatives across four counties, securing revenue & sales goals which has resulted in becoming the company leader in the state for both categories. Maintains particular specialty in fine wine, craft beer, artisanal spirits, business development, new product launches and market adaptation.

Veteran at pioneering and growing markets for new products and services, blends an educational and solutions-oriented sales style with a burgeoning management technique founded on strategic planning skills, project management, principles and a respect and dedication to customer needs to drive and improve profitability, business growth and client satisfaction.

AREAS OF PROVEN PERFORMANCE

- | | | |
|---|---|------------------------------------|
| ▪ Talent Recruitment, Development & Retention | ▪ Operations & Sales Management | ▪ New Product Launch & Positioning |
| ▪ Sales & Go-To-Market Planning | ▪ Business Development & Expansion Strategies | ▪ Market Adaptation |
| ▪ Productivity & Performance Improvements | ▪ Sales Training, Team-Building & Leadership | ▪ Product Development |
| | | ▪ Conflict Resolution |

PROFESSIONAL EXPERIENCE

Wine Warehouse, Inland Empire, Desert Cities & Mammoth

2017- Current

Regional Sales Manager

- Develop and manage strategies to achieve stated goals.
- Overall performance management of sales representatives providing direction, guidance & support when necessary.
- Conducted regular meetings (individual and groups) with team members to establish goals, performance reviews & provide organized communication.
- Provide support to sales representatives for key accounts and key decision makers.
- Generated & reviewed daily, weekly, monthly & annual sales reports reflecting the results of the region.
- Provided vision and leadership that resulted in exceptional performance by team members and overall business.
- Recruit, develop and retain a high-performing empowered team.
- Execute performance goals by utilizing performance measurement tools and execute a consistent performance management process.

Wine Warehouse, San Diego, CA

2005-2017

Sales Representative

- Oversaw the direct sales of premium wine, craft beer & artisanal spirits into on & off premise accounts in key markets within San Diego.
- Specialized in craft beer and artisanal spirits in highly competitive markets such as North Park and Downtown San Diego
- Performs functions in accounts that would include new product distribution, well & back-bar placements, wine list placements, beer tap & bottle placements.
- Set up and execute programs and promotions in key accounts in order to drive distribution and new opportunities.
- Responsible for driving volume and sales growth, while meeting and exceeding target goals.

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Dallo Inc, San Diego, CA

2000-2005

Corporate Wine, Beer & Spirit Director

- Oversaw the operations, purchasing & promotions of all wine, beer and spirits within a chain of independent retail markets consisting of four gourmet markets, two health food markets and four priced value markets.
- Contributed to retail marketing campaigns by writing and creating contact email lists, retail pricing lists, tasting notes and printed weekly advertisements.
- Generated weekly and monthly reports for ownership detailing sales trends and store performances
- Developed new business opportunities & strategies around how to identify and target new customers.
- Wrote and expedited purchase orders, negotiated prices to maintain profit and communicated with vendors regarding inventory needs.

Additional Roles:

Produce Clerk, Henry's Market, Encinitas, CA

1999-2000

Journeyman Produce Clerk, Bales Thriftway, Portland, OR

1995-1999

ADWARDS AND ACCOMPLIHMENTS

- Certified Beer Server- Cicerone Program
- 2018 On Premise Regional Sale Manager of the Year
- 2017 San Diego On Premise Sales Representative of the Year
- 2015 San Diego On Premise Sales Representative of the Year
- 2013 Top 15 Broad market Sales Representative
- 2012 Top 15 Broad market Sales Representative
- 2006 Off Premise Sales Representative of the Year

REFERENCES

- Daniel Phelps- General Manager of LG's Steakhouse
 - daniel@lgsprimesteakhouse.com
 - 760-409-3872
- Laurie Feinmore- Associate Commerce Marketing Manager for E&J Gallo Winery
 - Laurie.fenimore@ejgallo.com
 - 602-299-4496
- Mark Pighini- Western Regional Manager for Far Niente
 - mpighini@farniente.com
 - 949-637-0597
- Heather Schaubmayer- Key Account Specialist for Southern Glazer
 - haschaubmayer@gmail.com
 - 760-224-4887
- Tony Konja- Owner of the Keg N Bottle Chain
 - tony@konjacpa.com
 - 619-920-8669