

Omid J. Laborada

EXECUTIVE SALES LEADER



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EDUCATION

Bachelor of Science in Business Administration
Purdue University
2017 – 2019

Master of Science in Management and Leadership
Purdue University
2019 – 2021

SKILLSETS

- Best Practices - Ethics
- Budgeting Principles
- Business Development & Strategy
- Communication & Time Management
- Cost Analysis/ROI Metrics
- Economic Principles & Trends
- Financial Analysis
- Interviewing Techniques
- Leadership
- Marketing Strategy
- Organizational Management
- Project Management
- Sales Management
- Strategic & Tactical Planning

AWARDS

2016 Golden Bar – Excellence
Diageo North America

PROFILE

Conceptually minded leader who emphasizes process improvements, development of human capital, and champion of technological transformation. A proven track record of creating dynamic working groups and producing time-sensitive results related to performance. A Six Sigma Yellow Belt focused on refined business strategies, fiscal discipline, tactical financial planning, and a deliberate commitment to building organizational culture.

PROFESSIONAL EXPERIENCE

Director of Sales

Southern Glazers Wine & Spirits | Kansas City, MO | 9.2.13 – 7.1.20

Guided a supplier dedicated sales division comprised of multi-channel senior sales consultants and area sales managers. Stakeholders included Diageo North America and Moët Hennessy USA portfolios, which generated in excess of 15M annually.

- Implemented sales function objectives in accordance to the business strategy by participating in strategic corporate planning, sales strategy development, forecasting, sales resource planning, and created expenditure budgets.
- Aligned selling strategies to endorse vendor specific national execution calendar. Introduced more than 30 innovation brands, which led to an overall penetration rate of 94% among 600+ accounts within the first 90 days of initial launch.
- Established divisional performance standards, including but not limited to, communicating the guiding principles used for measuring performance, defining and prioritizing KPI's metrics as it related to specific roles, and created scalable benchmarks to track momentum & potential regressions.
- Increased total gross profit by 21% and sales volume by 18.2% over a span of 24 months. Strategic planning included a "healthy product mix", Core 3 emphasis, and key investment strategies aimed at innovation/sustainability.
- Patterned SGWS "FAMILY" values and competencies with a focus on building a culture of high-performance and engagement. Continuously coached and developed the teams to consistently deliver top-line results.

Area Sales Manager

Southern Glazers Wine & Spirits | Kansas City, MO | 10.1.12 – 8.31.13

Trained and led an on-premise sales team constructed of 11 sales members with revenues of 30M annually. Supplier portfolio included Brown-Forman, Pernod Ricard, Remy Cointreau USA, Heaven Hill, and Sazerac.

- Utilized Salesforce reporting and Compass dashboards to provide feedback to sales team and management on strategic direction, as well as, executed process management changes.
- Identified key decision makers for account management and coordinated the use of marketing budgets, point of sale materials, and sales promotion programs.
- Strategically collaborated alongside supplier representatives to understand their brand priorities, sales goals/projections, and sales marketing support in broadening our share of market.
- Conducted 11 monthly performance evaluations aimed to improve team member efficiencies and outcomes. Results yielded 3 promotions into advanced roles within the organization in less than 1 year.