**Christopher J Swezy**

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**505-270-0279**

**Summary of Qualifications**

* 21 years of business and sales management experience in the beverage alcohol industry.
* Worked my way up from entry level position to executive leadership in 6 years.
* Chosen for "Career Development Program" at National Distributing Company which recognizes and trains "A" players for upper management positions.
* Worked in all aspects of the business encompassing retailer, distributor, chain, and supplier sales.

**Professional Experience**

**Molson Coors,** Fort Worth, TX December 2019 – September 2020  
*National Account Executive-7 Eleven*

* Partnered with customer stakeholders to build annual strategic business plans that aligned to common goals and objectives
* Fostered mutually beneficial partnership with 7 Eleven executives by building credibility as trusted advisor across multiple levels of their organization
* Provided category solutions that aligned to the retailer’s strategy which were grounded in consumer & shopper insights
* Led cross-functional team collaboration to develop solutions that align to retailer and Molson Coors priorities, ensuring flawless execution
* Partnered with marketing team to develop online campaigns, digital marketing, social media, site merchandising and omni-channel plans to drive traffic, increase conversion, and grow sales
* Responsible for retail digital shelf including accuracy and performance of content leveraging digital shelf monitoring tools
* Responsible for portfolio availability, pricing and promotion execution online
* Kept up to date on third party platforms, emerging e-Commerce and technology trends to improve Molson Coors online presence

**MillerCoors,** Fort Worth, TX April 2014 – December 2019  
*Craft & Import Sales Manager (Tenth & Blake Division)*

* Managed Craft Sales Representatives across the four major metropolitan markets in Texas.
* Developed and executed go to market and expansion plans with senior leadership across MillerCoors and Revolver Brewery.
* Managed all aspects of distribution of MillerCoors above premium products with assigned distributors.
* Traveled to sales territories to monitor field activities and gain perspective of current market conditions.
* Planned, presented, and developed various aspects of general sales meetings.
* Established, recommended, and implemented strategies, objectives, policies, and plans for sales and profit objectives for the company.
* Recommend advertising campaigns and performance incentive programs for the distributor and breweries.
* Developed and maintained budgets.
* Conducted educational and planning meetings with assigned distributors and subordinates.
* Evaluated and controlled performance to plan.
* Developed and maintained customer relationships within the marketplace.

**National Distributing Co,** Albuquerque, NM June 2012 – January 2014  
*Beer Division Manager*

* Managed the Division by creating an environment of respect, urgency, education, and pride.
* Established, recommended, and implemented strategies, objectives, policies and plans for sales and profit of the division.
* Conducted educational and planning meetings with suppliers, including yearly plans and incentives.
* Managed the activities of subordinate internal and external sales staff and managerial personnel.
* Directed the company's field sales staff in achieving planned quotas.
* Traveled to sales territories to monitor field activities and gain perspective of current market conditions.
* Recommended advertising campaigns and performance incentive programs for the sales department.
* Identified and communicated to the marketing department new product developments and revisions to existing product lines.
* Developed and administered the budget for the sales program.
* Evaluated and controlled performance to plan on all supplier brands.
* Developed and maintained customer relationships within the marketplace.
* Engaged in the more difficult negotiations (as support to sales representatives) to develop new business and resolve the more critical problem situations affecting the sales program.
* Planned, presented and developed the various aspects of general sales meetings.
* Executed and participated in various meetings of the sales program.

**National Distributing Co,** Albuquerque, NM May 2011 – June 2012  
*Fine Wine and Craft Beer District Sales Manager*

* Managed sales representatives by creating an environment of mutual respect and continued product and sales knowledge.
* Developed and managed sales routes and expectations for my sales team.
* Chosen for the third year to be part of the Career Development Program, which identifies "A" players for management fast track.
* Achieved all revenue goals.
* Continued to build rapport and partner with key accounts in territory.

**National Distributing Co,** Albuquerque, NM June 2009 – May 2011  
*Off Premise Sales Representative- Independent Liquor*

* Grew business in assigned accounts by building rapport with clients, continuing knowledge of products, providing excellent service and outperforming the competition.
* Chosen for the Career Development Program in May of 2010.
* Grew the territory’s revenue by 6- 8% yearly.
* Closely worked with District Manager training on the aspects and expectations of Management.

**National Distributing Co,** Albuquerque, NM February 2006 – May 2009  
*On Premise Sales Representative- Hotel/Casino/Resort*

* Grew business in assigned accounts by building rapport with clients, continuing knowledge of products, providing excellent service, and outperforming the competition.
* Grew market share in key accounts such as Casinos and large Hotels, by finding and befriending the key gatekeepers in every department.
* Acquired key Jose Cuervo Margarita sponsorship programs with Albuquerque Isotopes Baseball Stadium, Sandia Casino Amphitheatre, and Isleta Casino and Hotel.

**Education**

**University of Phoenix**, Phoenix, AZ July 2015 – July 2017  
*Bachelor of Science in Business Management with Sales Management Certificate*

* Graduated with Honors- 3.95 GPA

**University of New Mexico- Anderson School of Management**, Albuquerque, NM August 1996 – May 1999  
*3 Years progress toward a Bachelor of Science in Business Management*

**Memberships/Certifications**

**Sigma Beta Delta**, St. Louis, MO Alumni  
*International Business Honor Society*

**Cicerone Beer Certification** Certified Beer Server