**Brian Hein**

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**State Manager**

A versatile and energetic Sales and Marketing Leader with expertise in developing interactive business relationships with key decision-makers and implementing persuasive account strategies in a competitive marketplace. An expert in using knowledge and innovation to resolve challenges, collaborate with others, and clearly explain complex concepts in terms everyone can understand. Possess experience in building long-term relationships with customers and suppliers, ensuring business units run trouble-free, and planning and implementation all tactical sales activities. An integral contributor with a critical role in achieving organizations’ objectives for growth and highly skilled in collaborating with multiple stakeholders to define the current and future business processes.

Effective team leader with active mentoring and training skills and has the multi-task capacity to work independently and in a team and the flexibility to meet shifting goals and tight deadlines. Possess a solid history of progressive responsibility, which resulted in significant cost savings, improved employee culture, and operational efficiency. Exceptional leadership skills and vision to drive the department and work under pressure and strict deadlines with excellent organizational, problem-solving, and written and verbal communication skills, with extraordinary focus and follow-through abilities. Possess excellent customer relationship management experience, recognized as an out of the box thinker who generates innovative ideas to solve everyday problems more efficiently.

**Skill Areas:** *Outstanding Communication Skills ⬩ Results-Oriented ⬩ Detail-Oriented ⬩ Multi-Tasking ⬩ Strategic and Consultative Selling ⬩ Account Management (Off and On-Premise) ⬩ Program Development ⬩ Wine and Spirits ⬩ Territory and Time Management ⬩ Budget Development and Adherence ⬩ Relationship Development ⬩ Sales Management*

**PROFESSIONAL EXPERIENCE**

**SHAW-ROSS INTERNATIONAL IMPORTERS, LLC | Denver, CO (2019-2020)**

***Colorado State Manager***

* Oversaw shipments, depletions, and distribution of wine and spirits in Colorado for $8.4 million (40-45k cases), including departmental budgets (incentives, samples, demos, tastings, travel, and entertainment).
* Increased case volume by 20% (2019) through consultative selling and driving sales team portfolio awareness.
* Provided national distributor product services, increased footprint-wide market volume to raise distribution points (PODs) and brand recognition, resulting in 92% national programs achievement.
* Gained extra emphasis through developing and implementing incentive programs, from sales to management level, on desired brands.
* Trained distributor managers and sales team members continually, observing competitive market activity, and evaluating distributor execution against company initiatives.

**SOUTHERN GLAZERS WINE AND SPIRITS | Denver, CO (2009-2019)**

***Key Account Manager* | 2018-2019**

* Drove dollar growth and PODs through a tailored strategy to achieve more significant team achievement of market quotas and enhanced case depletions of 5.7 percent and dollar volume of 4.9 percent.
* Capitalized on hot categories or market trends by continuous assessment of competition and maintaining a review of market developments within particular types, geographic areas, and accounts.
* Trained employees and new hires on critical products and delivery practices, allowing opportunities to be found across categories.
* Operated with the team to ensure proper shelf positioning, pricing, and merchandising, consistently exceeding/meeting expectations for all brands.

***District Manager* | 2010-2018**

* Led a 5-member team, overseeing sales, merchandising, and significant retail accounts, such as Apple Jack, Bubbles, Lucas, and Davidson. Set revenue goals and execution of achievement plan to reach goals and report on results.
* Earned Manager of the Year recognition (2017) for the largest percentage of growth in dollars and cases.
* Improved territory case depletions 7% (2016) and 9.7% (2017).
* Increased dollar volume 6.5% (2016) and 10.44% (2017).
* Trained, developed, and motivated team, fostering individual contribution, and overall success.
* Conducted sales meetings and product presentations for the sales team, updating portfolio changes, opportunities, and areas for improvement.

***Territory Manager* | 2009-2010**

* Owned significant account sales and customer relations. Monitored consumer behavior via competitive analysis and continued insight into trends.
* Ranked in the top 10% in the division and a company sales representative level and recognized as a top performer in new product introduction/placements by developing and executing targeted sales strategies.
* Maintained consistent price points and shelf sets at the retail level following brand strategy.
* Gained territory-wide client/account trust and support by delivering excellent customer service through the time of extreme industry change.

**ADDITIONAL EXPERIENCE**

***District / Area Manager* | DEM WINGS | Lakewood, CO**

***Territory Manager* | NATIONAL DISTRIBUTING COMPANY, INC. | Littleton, CO**

***Sales Representative* | PINNACLE DISTRIBUTING COMPANY | Aurora, CO**

**PROFESSIONAL DEVELOPMENT & CREDENTIALS**

**Education**

* Bachelor of Science (BS), Marketing, Metropolitan State College of Denver, Denver, CO
* Level 1 Master Sommelier, Court of Master Sommelier