**John S. Hamacher**

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**PROFESSIONAL SUMMARY**

Senior Sales & Business Development Professional with 15+ years of experience across multiple verticals. Demonstrated success in creating sales funnels and reactivating inactive/lost accounts. Well versed in new market penetration resulting in exceeding quotas and increasing revenue. Adept in collaborating with senior leadership and key stakeholders across departments and locations. Extensive experience utilizing Customer Relationship Management and forecasting future needs. Strengths include building high trust relationships, anticipating client needs, increasing sales and market share while coming in at or under budget.

**PROFESSIONAL EXPERIENCE**

**Parental Caregiver 2016 – 2020**

**AdvancePierre Foods Inc. 2015 – 2016**

*AdvancePierre Foods is a leading supplier of value-added protein and handheld convenience products to the foodservice, school, retail, club, vending and convenience store channels.*

***Manager, Business Development***

* Responsible for face-to-face execution of sales & marketing strategies against foodservice prime prospect operators such as hospitals, colleges, multi-unit regional chains, stadiums, military bases and restaurants.
* Ensured successful product launches by effective collaboration with Foodservice Marketing Team, providing comprehensive training, sales support, promotional items and communication to Broker and distributor networks.
* Worked directly with distributors, brokers and operators to open new accounts, increase existing accounts and to retain clients.
* Developed conceptual business-building propositions that add value.
* Maintained CRM Account Planning system.

**Constellation Brands 2014**

*Founded in 1945, Constellation has grown to become a significant player in the beverage alcohol industry with more than 80 premium consumer brands in its portfolio, about 40 facilities and approximately 10,000 employees.*

***National Account Manager – Grocery & Liquor Channels***

* Achieved an 11.6% increase in depletions with Southeastern Grocers/Bi-Lo Holdings by implementing cross-merchandising, new product introductions and pricing initiatives to drive sales, profit and distribution.
* Applied sales performance measures and targets with National Account and Zone leadership to meet plan expectations.
* Coordinated pricing, distribution/allocation, sales trends, promotional activity in-market training and relationship development.
* Collaborated with Trade Marketing and distributors to adequately plan POS and funds for approved programs.
* Responsible for fact-based selling the entire Wine & Spirits portfolio using syndicated data and analysis as support.
* Communicated all National Accounts placements to internal and external stakeholders (distributors/retail managers).
* Managed budgets, incentives and T&E.

**Anheuser-Busch InBev 2004 – 2005, 2007 – 2013**

***Key Account Manager, Southeast Region – On-Premise (2011-2013)***

* Top-performing Key Account Manager in National Retail Sales Casual Dining Restaurants in 2012 & 2013 for distribution of multiple draft and package placements within category & from Top 9 Brewer trends.
* Increased sales 2.7% with Walt Disney World; + 33% with Walt Disney Land; + 78.5% with Walt Disney Cruise Lines through new distribution points, core product growth and high-end brand introductions, training and sales.
* Identified an initial $350,000 profit at Universal Studios by acquiring 90 draft lines from competition in October 2013.
* 20% under budget while attaining sales goals and delivering objectives for 2012 and 2013.
* Planned, developed, communicated, sold, and implemented national and regional strategic initiatives and brand priorities in assigned chain accounts in partnership with wholesalers.

***Category Space Manager – Grocery & Liquor Channels (2008-2011)***

* Took an at-risk account, became Category Captain and increased distribution, shelf space and profitability in Winn Dixie’s 521 Grocery and 50 Liquor stores by identifying key opportunities from retailer store sales data, IRI and Spectra information.
* Surpassed case share targets from 55.3% to 55.8%.
* Improved share of space targets from 44% to 46.8%, increasing 3,000+ shelf space facings valued at $468,000.
* Created and implemented Merchandising Planogram Guidelines for the reset/remodel store process 2009-12.
* Awarded Category Manager for all malt beverage merchandising and product placement throughout chain.

***Category Space Manager – Mass Merchandise Channel (2007-2008)***

* Assisted Walmart in converting 100 non-alcohol Division 1 stores to selling beer within 90 days.
* Implemented modular criteria, including data expectations, assortment guidelines and holding power goals.
* Executed modular flow planogram guidelines for the modular relay reset for all US stores.
* Ensured that all planograms were delivered on-time with zero errors.

***Category Space Consultant (2004-2005)***

* Created solutions for product distribution, promotion, pricing, shelf space planograms and incremental displays with Anheuser-Busch Category Space Managers for National Retail Sales Partners including but not limited to Target, 7-11, BP, Quick Trip and Kum & Go.

**Nielsen Spectra 2005 – 2007**

*Nielsen Spectra is a consumer-centric marketing and sales tool that combines panel data with behavior and lifestyle information to help identify where the greatest consumer opportunities lie for retailers and manufacturers.*

***Manager, Consulting – Client Solutions***

* Developed relationships with Sales and Marketing departments providing research, consumer analysis & promotions to support initiatives with shopper insights at Miller Brewing Company and Kraft Foods.
* Identified ROI of $7M by capturing summer display and ad features in the c-store and grocery channels.
* Targeted and captured key insights by analyzing consumer and syndicated sales data within the Local Marketing Insight Managers and Category Management Channels for clustering and acculturation analysis.
* Established two consumer databases for creating brand profiles based on consumption.
* Proactive management of analytics in support of providing category insights and recommendations.

**PREVIOUS EXPERIENCE**

**ThreeDeep.com 2001 – 2002**

***National Account Manager***

**Miller Brewing Company, 1995 – 2001**

***Chain Account Manager – On-Premise (2000-2001)***

***Chain Account Category Analyst – Grocery & Convenience Channels (1999-2000)***

***Specialist, Sales & Merchandising – Market Manager (1997-1999)***

***Specialist, Micro/Craft & Imports – High-End Market Manager (1996-1997)***

***Wisconsin Manager – Jacob Leinenkugel Brewing Company (1995-1996)***

**Beer Capitol Distributing, LLC 1992 – 1995**

***On-Premise Brand Manager – Micro, Craft, Specialty, Imports & Wine/Spirits***

**EDUCATION / CERTIFICATIONS**

**Bachelor of Arts, History**

*Marquette University*

**Six Sigma White Belt**

**ServSafe Manager**

**Certified Professional Category Analyst**

**WSET Level 1**

**Certified Draught Technician**

**TECHNICAL SKILLS**

Nielsen, Spectra InfiNet, Nielsen Homescan, Scarborough Data, Symphony IRI, IRI Impact, Business Objects, Technomics, Blue Yonder (JDA) Space Planning Plus, NPD, CRM, Blacksmith, Retail Link, DCR, Microsoft Office Suite, SAP, SQL, VIP iDIG