

BARRON BELTZ

VICE PRESIDENT DIRECTOR OF SALES

Leadership with Integrity

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in /barronbeltz

📍 - Dallas-Fort Worth, Texas
- Open to Relocation

SUMMARY

Fine Wine Executive who leads with integrity, character, confidence and vision. Invests in enduring relationships with customers and partners; forms and values camaraderie with teammates. Creates a culture of collaboration where resourcefulness, creativity, work ethic and achievement are celebrated. Exudes a genuinely warm, enthusiastic and optimistic disposition. Radiates a contagious passion for Fine Wine. Brings 25-years of consistently brilliant success operating as both a Vice President within the 2nd largest US distributor and a Sales Director for prestigious and iconic wineries both domestic and import.

SKILLS

- Sales & Marketing Planning & Execution
- Brand Building: New & Established
- Goal Creation, Forecast & Achievement
- Revenue & Profit Optimizing
- Budget & P/L Management
- Negotiating & Building Solidarity
- Strong Business Acumen
- Keenly Developed Interpersonal Skills
- Organizational and Analytical Expertise
- Distributor Management: Internal & External
- Customer Acquisition & Development
- Staff Recruiting, Equipping & Motivating
- Clear & Constructive Communication
- Leadership & Sales Training
- Dynamic Presentations & Public Speaking
- Advanced Global Wine Knowledge
- Proficient in Mac & MS OS + Office
- Languages: English-fluent; German-advanced

CAREER EXPERIENCE

Founder & Creator

WineMissionary.com

DFW, Texas & Germany

April 2018 - Present

I created and launched the Wine Missionary website and YouTube channel when I lived in Germany in order to inform, educate and advise wine lovers in Europe through wine reviews, videos and articles.

- Wrote and published educational articles and hundreds of wine reviews.
- Designed, created, edited and published dozens of engaging & educational videos.
- Hosted Wine Seminars to educate consumers about the world of European wine.

Founder & Operator

Gospel 4 The Nations

Malaysia & Germany

March 2016 - Dec 2020

My family made a 5-year commitment to live abroad and bring Humanitarian Hope to Refugees, Elderly and Orphans. Additionally, I consulted, advised and mentored international, Global Workers.

Director of Sales, Southwest

Santa Margherita USA

DFW, Texas (home office)

Sept 2015 - March 2016

In January 2016, Santa Margherita USA began handling their own iconic brand plus 7 others. Their Pinot Grigio was the US's #1 Selling Wine above \$25, #1 in Restaurants, and sold 650,000 cases annually.

- I was recruited and hired in Sept 2015 to build a team and create infrastructure within distributors.
- Created pricing & profitability structure, and established pricing & programming with distributors.
- Recruited and trained 6 District Managers with character and proven track records of success.
- Southwest Region: TX, CO, NM, OK, KS, MO, LA, AR and MS

BARRON BELTZ - Career Experience cont'd

Sales Director and Partner, Southwest

FOLIO Fine Wine Partners DFW, Texas (home office) Aug 2011 - Sept 2015

In 2004, Michael Mondavi (Robert Mondavi's oldest son) along with his wife, son & daughter founded FOLIO to represent their family's new Napa winery along with iconic, family-owned wineries around the world incl: Ornellaia, Masseto, Bruno Giacosa, Dal Forno, Frescobaldi & Charles Heidsieck Champagne.

- Earned "Stunning Colleague" and "Partner" status for exemplary performance and leadership.
- 4-year Overview: Revenue: +26.5%; +\$1.4-Million Net Income: +46% Avg FOB: +\$8/case
- Achieved Bonus metrics each year while staying within expenditure budget.
- Exceeded Revenue and Profit Goals each fiscal year while staying within expenditure budget.
- Responsible for managing all internal aspects of regional business: owned the operating budget with robust & detailed annual planning for both financials and brands, plus monthly analysis, reviews & strategies; built and administered pricing models by state.
- Responsible for all aspects of distributor management: monthly planning, programming & marketing meetings; quarterly business reviews; pricing & profit negotiation; chargebacks; inventory forecasting; general sales meetings; brand launches; pre-sales; event planning & execution.
- Recruited, trained and supervised 2 direct reports: TX State Manager and Mountain Area Manager.
- Actively engaged in market activities: winemaker visits; seminars & tastings; key account calls.
- Southwest Region: TX, LA, NM, OK, CO, NV, NE, ND & SD

Vice President, Sales and Marketing

Republic National Distributing Company Oklahoma Jan 2007 - July 2011

RNDC is the 2nd largest wine and spirits distribution company in the United States.

- Exceeded Revenue and Profit Goals each fiscal year while staying within expenditure budget.
- 4.5-year Overview: Grew Revenue +71% reaching \$100-Million and 1-Million cases annually.
- Responsible for managing 3 Sales Divisions and overseeing business for 55 wine and spirits supplier partners, including: Pernod Ricard, Constellation, Beam Global, Patron, Sidney Frank, The Wine Group, Delicato, Coppola, Rodney Strong plus dozens of Luxury and Ultra-Premium Wineries.
- Actively recruited and developed new business with dozens of wineries and spirits companies.
- Directed 4 Statewide Sales Managers & Teams plus 2 Marketing Managers.
- Engaged in all supplier business reviews; created and executed market plans accordingly.
- Oversaw all Sales support initiatives: Marketing, Pricing, Programming & Inventory Management.
- Owned the operating budget: responsible for employee costs & expenses budget; meticulously analyzed, tracked and forecasted revenue, profit, expenses and cases sold by supplier and strategized, adjusted and executed accordingly to attain budgets and goals.

Sales Manager, South Central

The Hess Collection Winery DFW, Texas (home office) Dec 2003 - Dec 2006

Established in 1986 on Mt Veeder, Napa, this iconic winery helped pioneer elegant, mountain wines.

- Exceeded Revenue and Profit Goals each fiscal year while staying within expenditure budget.
- Awarded Regional Sales Manager of the Year for fiscal year 2006.
- 3-year Overview: Revenue: +53% Cases: +44% The strongest regional performance in the country.
- Southwest Region: TX, LA, MO, KS, OK, AR

Field Development Manager

Republic National Distributing Company DFW, Texas July 1992 - Nov 2003

- Created & facilitated Leadership & Sales Training Programs + Sales Dept. Recruiting & Onboarding.
- Previous to this role, I was promoted 6 times in 8-years in Fine Wine Sales & Sales Management roles.

EDUCATION & CERTIFICATIONS

- Advanced Wine Studies: WSET, On-Site Wineries
- Achieve Global: Certified Leadership & Sales Trainer
- Collin College: Business Management Studies
- Volkshochschule: Advanced German B2.2 Level
- Dale Carnegie Institute: Certified Public Speaker
- University of the Nations: Humanitarian Studies