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Experience

SOUR GRAPES, Asheville, NC

Director of Sales

November 2018 – February 2020

- Increased the output of a sales force of ten employees across NC, SC, and GA.
- Coached and mentored frontline sales reps and regional sales managers in specific negotiation tactics, forecasting methods, and prospecting strategies.
- Turned overall strategy and reputation away from selling a commodity to providing a service by offering staff training for restaurants, consulting in all facets of on-premise and off-premise wine programs.
- Fostered a culture of accountability by requiring quantifiable sales activities and results
- Led initiative to incorporate new software for inventory, sales, and vendor management, improving efficiency in purchasing, forecasting and inventory accuracy.

KELLOGG SELECTIONS, Asheville, NC

August 2017 – November 2018

Sales Representative

- Enabled a wine distribution start-up featuring high-end, luxury wines from the US, France, and Greece to establish a footprint and viable sales presence in North Carolina by leveraging industry knowledge and fostering reputation as a service and education partner for our customers.

CELLAR DISTRIBUTING, Asheville, NC

January 2017 – July 2017

Sales Representative

- As initial hire of a small wine distribution start-up featuring small production artisanal wines from the US and Portugal, helped establish credibility and initial sales presence by targeting key customer targets and product placements.

ANGELS' SHARE WINES, Brooklyn, NY

June 2016 – December 2016

Sales Representative

- Helped reclaim sales presence of portfolio of 600 fine wines and spirits concentrating on California, France and Greece.
- Increased targeting in the lucrative New York City market, including several Michelin-starred restaurants.
- Refocused efforts on product placements with greater profit margin and long-term market viability.

DINE MARKET, New York, NY

Account Manager

January 2016 – July 2016

- Spearheaded sales campaign for startup SAAS platform connecting food wholesalers with restaurant buyers.
- Designed and implemented a new sales and marketing subscription service for food wholesalers.
- Doubled the number of subscribed accounts ranging from large regional distributors to small artisanal producers.
- Led usability studies to help improve UX and UI of site and to help maintain backend of robust e-commerce website.

T. EDWARD WINES, New York, NY**Sales Representative**

August 2005 – June 2015

- Opened a brand new sales territory covering four counties from zero to over one hundred active accounts with sales exceeding \$1.5m per annum.
- Became an expert in our portfolio of over 700 different fine wines and spirits from several different regions acquiring knowledge of all aspects of farming, winemaking, and distillation.
- Travelled to and fostered relationships with our winemakers and distillers in order to better understand their philosophies, practices, and world views in order to be better able to act as their advocate in the market.
- Conducted staff education with restaurants and retailers, run in-store tasting events educational classes for end users and coordinated winemaker dinners and special events.

FELIDIA RESTAURANT, New York, NY**Sommelier/Manager**

March 2003 –August 2005

- Performed sales and presentation of wine from Wine Spectator Grand Award-winning Italian wine list, helping the team achieve over \$2m in sales per year.
- Maintained wine inventory of 1500 titles, including both on-site and off-site inventory and daily updating of wine list to ensure perfect accuracy. Helped refurbish wine room and revamp binning and inventory systems.
- Order liquor and maintain liquor inventory by keeping proper par levels and reordering as needed, improving cost of goods sold and eliminating out of stock issues.
- Was a closing key holder with duties including cash reconciliation and final walk- through to ensure the safety, security, and proper maintenance of site.
- Managed floor staff of twenty captains, back waiters and bussers, ensuring impeccable levels of customer service through staff education and motivation.

Education

WSET Level 3 Award in Wine

CUNY Queens College, Flushing, NY

Area of Study: Linguistics.

1997 - 2002