

# Christian Gourdin

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## PROFESSIONAL SUMMARY

MBA graduate eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Successful sales manager with clear understanding of analysis and evaluation. Team player with proven track record. Motivated to continue to learn, grow and excel in the wine industry.

## WORK HISTORY

### **DISTRICT SALES MANAGER | Winebow - San Francisco, CA**

07/2019 to 10/2020

- Recruited to grow regional sales team by focusing on building customer relationships and strategically planning monthly, quarterly and yearly operations.
- Increased territory sales from \$3 million to over \$4 million, exceeding monthly quotas, and attaining company bonus.
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies on premise and off premise to achieve sales goals.
- Established, reviewed and updated territory boundaries and distribution routes to maximize service while effectively controlling expenses.

### **AREA SALES MANAGER | Epic Wine & Spirits - San Francisco, CA**

12/2016 to 07/2019

- Collaborated with vendors and built effective partnerships devoted to capitalizing on emerging and sustainable sales opportunities.
- Led targeted training programs to educate staff and grow business 20%+ year-over-year.
- Hired, mentored and motivated 6 sales representatives servicing over 600 customer accounts.
- Conducted regular ride-alongs with sales staff to review policy and procedures and benchmark best practices.

### **KEY ACCOUNT MANAGER | Epic Wines & Spirits - San Francisco, CA**

02/2016 to 12/2016

- Leveraged strategic planning to penetrate key accounts.
- Maintained responsibility of sales, contracts, negotiations and reporting for accounts worth over \$1,500,000.
- Consistently achieved top ranking in revenue and profit growth.
- Drove operational improvements which resulted in savings and improved profit margins.

**SALES REPRESENTATIVE | Empire Merchants - New York, NY**

06/2014 to 02/2016

- Exceeded established sales goals and increased client retention by 20%.
- Devised and implemented product strategies for filling market gaps and driving consistent sales.
- Managed business development initiatives by developing impactful customer relationships and executing benefit-oriented presentations to increase revenue.

**SALES REPRESENTATIVE | BNP Distributing Company Inc. - New York, NY**

08/2014 to 06/2015

- Cultivated sales and new business opportunities in new markets to achieve bottom-line results.
- Developed and delivered engaging sales presentations to convey product benefits.
- Cold-called leads and closed multiple sales with continued business.

**ASSISTANT BEVERAGE MANAGER | Knickerbocker Club - New York, NY**

04/2011 to 08/2013

- Maintained highest standards for beverage quality and service.
- Protected business, team members and customers by monitoring alcohol consumption and keeping operation in line with legal service requirements.
- Managed all day-to-day operations within budgeted guidelines.

**EDUCATION****Sonoma State University - August 2020**

Master of Business Administration (MBA, *Wine business*)

**Hofstra University - August 2006**

Bachelor in Business Management