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| **Gary McHargue****Director of National Accounts** | gary.mchargue@yahoo.com • [LinkedIn](https://www.linkedin.com/in/gary-mchargue-7906871b/)310-896-1226 • Los Angeles, CA |

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| **Qualifications****Summary** | A proven business leader with comprehensive, executive accomplishments, local & national product management, distributor management, and a team of 4 Strategic Account Managers to ensure success and achieve targets. Highly organized, self-directed problem solver who excels at guiding teams through challenging projects and clearly outlining goals to achieve results. Expertise in managing multi-million dollar budgets, new product launches, resource allocation and strong financial acumen. |

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| **Career****Experience** | **Director of National Accounts/On and Off-Premise**Frederick Wildman & Sons, New York, NY (2017 – 2020)Participated in the development of annual national accounts business plans for on/off-premise channels. Consulted with the Marketing team to design sales volume and pricing goals and strategies. Contributed expertise to create trade marketing collateral and promotions to drive sales. Teamed with the Marketing team and Winery Team to devise exclusive “Partner Labels” for Total Wines and More product lines. Reported to the National Sales Manager and steered sales activities, set sales goals, evaluated sales staff performance, developed and submitted reports to senior management, and conducted performance reviews.Engaged in planning and review conferences with account buyers and distributors. Researched and drafted quarterly and annual business summaries. Managed the annual budget that was subdivided into channels. Developed proficiency using Nielsen and IRI data for presentations to senior management and clients.* + - * Established and nurtured relationships with key buyers in national accounts off-premise businesses at Albertsons, BevMo, Costco, Cost Plus World Market, Raley’s, Total Wine & More, Vons-Pavilions, and Wegmans. Initiated and maintained a relationship with critical on-premise national accounts, including Landry’s, Mastro’s, Vino Volo, The Lettuce Entertain You Group including Joe’s Seafood, Prime Steak and Stone Crab and Mon Ami Gabi.
* Achieved Kroger distribution of Attitude by Pascal Jolivet, Sauvignon Blanc in 275 stores, which generated annual sales of 6,000+ cases.
* Gained strong expansion of Fred Meyer, Kroger, and QFC stores from 65 to over 150. Added 1928 Prosecco and 1928 Sparkling Rose, which generate sales of 4,000+ cases and a 200%+ growth.
* Opened distribution channels in Albertsons and Vons-Pavilions for Pascal Jolivet, Sancerre, 1928 Prosecco, and 1928 Sparkling Rose, which generated annual sales of 8,000+ cases.
* Slashed payroll/benefits administration costs 30% by negotiating pricing and fees while ensuring the continuation and enhancements of services
* Expanded the distribution and floor space in 103 Wegman's stores for the Parini partner Prosecco label. Gained customer awareness of Parini, which resulted in the label becoming the second most popular Prosecco with annual sales of over 14,000 cases.
* Achieved prominence as featured drink items on the Mastro's Steakhouse Cocktail Menu, Chartreuse Last Word, and Edinburgh Rhubarb Gin Gimlet. Acquired eight placements on the Mastro's Steakhouse wine list, including Pol Roger champagne and a featured Rosé by the glass.

**Strategic Accounts Director, Western Division**Frederick Wildman & Sons, New York, NY (2015 – 2017)Interfaced closely with regional managers and distributors to research and implement pricing structures and sales presentations to attain national accounts for retail chains and on-premise core wine offerings. Participated in the success of glass placements and featured cocktails on menus.Researched and drafted proposals for Southern Glazer's Wine & Spirits Account Executives. Led effort to gain programs and new distribution channels for national retail and on-premise chains. Teamed with distributor account executives to develop item presentations, expand shelf product displays in on-premise chains and retail outlets.Engaged in account conference calls for the western thirteen states for the national/regional retail chains and on-premise chain accounts.2016 President’s Award: Recognized as Top Performer in the Company**Western Regional Sales Manager**Copper Cane Wine and Provisions, Napa Valley, CA (2014 – 2015)Utilized Trade Pulse, IRI, Nielsen, and BPX data to identify critical areas of growth opportunities. Guided the effort to enable the sale of Meiomi Chardonnay in Beverages & More, Fred Meyer, QFC, and Safeway stores in California and Washington. Contributed expertise to develop and launch 6 packs for on-premise sales of Meiomi wines in Oregon and Washington.* Launched Elouan Pinot Noir in Alaska, California, Oregon, and Washington and sold over 1,500 cases in the fourth quarter of 2014.
* Inaugurated Meiomi Chardonnay in California that generated 5,000+ cases and 400+ new distribution points from June and December 2014.
* Increased annual sales of Meiomi Pinot Noir in my region by over 51% in 2014.

**Strategic Accounts Manager**Remy Cointreau USA, New York, NY (2012 – 2014)Launched and gained distribution channels and programs for Remy-Cointreau USA luxury brands in all California regional and national retail chain accounts. Acquired strong distribution channels for Piper-Heidsieck Brut champagne. Gained distribution channels for Piper Sonoma Brut Rose.* Designed and promoted MIR for Piper Sonoma coinciding with the Cost Plus World Market national program that increased volume by over 116% selling 2,000+ cases in 30 days.
* Developed a national initiative escalating MIR for Piper-Heidsieck Brut champagne that resulted in the sale of 1,570+ cases in the 2013 holiday season.
* Introduced a Valentine’s Day and Easter print advertising and displays for Piper Sonoma Brut Rose that promoted the sale of 1000+ in the first quarter for Cost Plus World Market.

**State Manager, California**Remy Cointreau USA, New York, NY (2003 – 2012)Managed all activities and programs for wine and champagne programming, which included distributor blitzes, educational seminars, incentives, and tasting events. Presented budgets for wines and champagnes with directives to maintain spending equal or below the allocated budget.Oversaw $5M in annual sales volume, which included 200,000+ cases of alcoholic beverages. Led an eight-member team with brand channel focus targeting on-premise accounts and retail chains.*Previous roles:* ***Division Wine Manager*** *(1997 – 2003) and* ***Hotel and Restaurant Specialist*** *(1991 – 1997) at* ***Southern Wine and Spirits*** *in Cerritos, CA.* |