

Enthusiastic Sales Leader, Business Partner, and Mentor with a successful track record of managing national brands, leading field teams, and building relationships within wholesale operations throughout the Consumer Packaged Goods industry. Skilled communicator and networker connecting with decision-makers across the territory to identify market needs, deliver value, and drive sales.

Sales Leadership

- ✓ Recorded the best performing sales year in 2020—grew overall sales 17%, exceeding sales goal by more than 10%
- ✓ Increased sales profiles for highly visible brands including Coca-Cola, Budweiser, Glaceau, Fuze Beverage, Seagram's Escapes, Labatt, and Magic Hat; partnered with retailers including HEB, Brookshire's, and Kroger to drive growth
- ✓ Received 2019 National Account Manager All-Star Team Award and 2018 Grocery Key Account Manager of the Year Award at the national sales meeting
- ✓ Built a well-maintained book of business, providing clients, vendors, and partners with world-class customer service
- ✓ Reputed as the "go-to mentor" for new employees, demonstrating a "lead by example" style of engaging talent

Professional Experience

FIFCO USA (Formerly North American Breweries): Texas

2010 – Present

Chain Account Manager (2018 – Present)

Steer depletion, distribution goals, chain programming, and ad execution for the Kroger Team & Texas Grocery, including seven Kroger Divisions, Harris Teeter, HEB Grocery, and Brookshire's Grocery. Mentor new and existing employees.

- Grew 2020 retail sales for HEB and Brookshires Grocery 22% & 43.4%, respectively
- Boosted facings on FIFCO USA products at HEB 50% in the spring 2019 resets versus spring 2018 resets
- Increased distribution at Brookshire's Grocery 47% in spring 2019 resets vs. spring 2018 resets
- Secured 1,388 mandated new item placements for Pura Still in Kroger for spring 2019 sets
- Expanded distribution for Harris Teeter in Spring 2019 on two core FIFCO USA SKU's creating 455 new placements
- Secured 1780 mandated new points of distribution with the sale of 11 SKU's into HEB Grocery over two years
- Carved out an additional 8K+ cases in incremental sales for 2018 by selling a 10/\$10 Seagram's Escapes programming to Kroger Atlanta Division

National Account Manager (2013 – 2018)

Directed all big-picture activities for nine national accounts in Texas & across the Southeast. Managed business for HEB, Kroger Southwest & Atlanta, Brookshire's Grocery, Safeway/Albertson's, Spec's, and Costco.

- Achieved the National Account Manager of the Year Award of Excellence at the National Sales Meeting in 2017
- Grew sales depletions for territory +2.8% in FY 2017, +2.1% in FY 2016 and +1.8% in FY 2015
- Sold in 3 mandated set items to HEB Grocery in 2017 & 1 for 2018—the first HEB mandates ever for NAB
- Grew Seagram's Escapes effective placements by 1086 placements in 2017 and 911 placements in 2016
- Gained the first ad space in North American Breweries' history into Kroger SW in 2016 for Seagram's Escapes; sold an additional three ads for Seagram's Escapes in 2017
- Directed HEB reset process to grow Seagram's sales +15% and distribution by 394 net placements in 2017 and +19% sales and distribution by 206 net placements in 2016
- Received the Special Recognition Award at National Sales Meeting in 2015

District Sales Manager & District Supervisor (2010 – 2013)

Managed shipment, depletion, and net sales per barrel goals for 6 North Texas wholesalers with a portfolio of 11 domestic, craft, and import brands. Created the pricing and price promotions schedule. Engaged one direct and one indirect employee.

- Exceeded shipment sales plan by 13.8% in 2011 and 6.6% in 2012, increasing distribution by 22% and 8%
- Grew depletions 34% in 2011 versus prior year and 22% in 2012 versus the prior year
- Achieved 1st place finish in the West Region Spring Shipment/Depletion Incentive
- Partnered with two wholesalers that each received the NAB Wholesaler of the Year Award for 2011
- Ranked one of seven District Managers to win the 2010 National Imperial Costa Rica Incentive
- Managed field activation funds of \$120,000 to invest in marketing programs, incentives, and media

Chris Hubbard

Coca-Cola North America – Texas

2008 – 2010

Brand Operations Manager (Interim) (2010)

Tapped to act as Interim Brand Operations Manager for the South Business Unit. Responsible for planning, developing, and activating the 2010 plan for Vitaminwater and Smartwater and achieving sales goals for those brands.

- Developed and implemented marketing programs to grow Vitaminwater and Smartwater sales
- Influenced Coca-Cola Enterprises commercialization managers to invest in brands and marketing programs
- Influenced key account managers to utilize all feature ad weeks available and to secure incremental displays
- Managed brand development funds of \$200,000 to invest in marketing programs, incentives, and media

Market Category Manager (2010)

Mapped to manage the Active Lifestyle Brands portfolio and sales objectives for the Dallas/Fort Worth Marketing Unit. Managed nine Coca-Cola Enterprises wholesalers in North Texas and their execution of Coca-Cola brands.

- Conducted market surveys, checks on execution, and addresses successes and opportunities with the wholesaler
- Coached and trained CCE Sales Center, Sales, and District Managers during market visits and collaborations
- Accountable for delivering business results at the local sales center level (volume, profit, share achievement)
- Received Manager Red Tag Award for the successful launch of Vitaminwater Zero and growing overall sales

Market Manager (2009)

Promoted to manage the Fuze sales and profit plans for the Dallas/Fort Worth Marketing Unit. Managed Fuze/NOS/Full Throttle execution of 11 Coca-Cola Enterprises wholesalers in North Texas.

- Developed and executed marketing programs for local key accounts to grow Fuze brands sales
- Trained Coca-Cola district and sales managers on Fuze products and chain programs
- Presented business reviews and chain updates weekly to CCE Marketing Unit Vice President

Area Sales Manager (2008 – 2009)

Recruited to manage the Glaceau sales plans for the North Texas territory consisting of over 1,500 accounts. Managed the Glaceau execution of four Coca-Cola Enterprises wholesalers in the Dallas/Fort Worth marketing unit.

- Increased water sales for North Texas territory 146% for a total of 1.2 million cases for 2008
- Received sales award for the most cases of Vitaminwater sold during summer sales blitz
- Trained Coca-Cola account managers and district sales managers on Glaceau products and monthly programs
- Managed, trained, and developed four interns for the 2008 summer haze program

Other Experience:

West Side Beer Distributing – MI	<i>Chain Sales Representative + Account Manager</i>	2001 – 2007
Coca Cola Enterprises – MI	<i>District Sales Manager</i>	1997 – 2001
7 UP Grand Rapids/Saginaw – MI	<i>Merchandiser/Truck Loader</i>	1993 – 1997

Education & Training

Bachelor of Science, International Business – Aquinas College

1997

Tom Fox National Account Training

IRI Training Seminars & Online courses

Certified Six Sigma White Belt + Green Belt

Cicerone Level 1 + Level 2: Certified Beer Server and Cicerone Certification

Business Development | Sales Operations | Account Management | Customer Relationships | Merchandising | Marketing Strategic Planning | Brand Development | Supply Chain Management | Distribution | Wholesale Management | Pricing Analytics | Customer Service | Field Operations | Retail Sales | Presentations | Mentoring | Employee Engagement Communication | IRI | VIP IDIG | Sales Analytics | Space Management