**Jason Holland**

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**EDUCATION**

Valdosta State university **Valdosta, Ga.**

(B.A) Organizational Communications and Marketing **May** **1994**

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A documented passionate and motivated leader and team member who is customer driven and budget conscious. A proven self-starter with many years of knowledge and experience within the Spirit industries three major tiers: Retail, Distributor, and Supplier.

**PROFESSIONAL EXPERIENCE**

**Georgia Crown Distributing Company Atlanta, GA**

**Off-Premise Spirts Sales Supervisor June 2006 – Feb 2021**

* Responsible for educating future/existing customers in the retail package stores on our portfolio of products and supervising a team of four sales reps over a large account base.
* Successfully achieved a 42% increase in net sales in 2020 over the previous year coming in at $42M for our team.
* Plan and direct staffing, training, and performance evaluations to develop and control sales and service programs.
* Passionate and self-motivated to achieve goals, KPI’s, key display locations, key shelf positions and cold box execution.
* Achieved top performer on many incentives that took me to the home of Tom Bulleit, Smooth Ambler Distillery, Jameson Beer Festival in Denver, Co. and Napa California.
* Analyzed customers market place and recommended business proposals that increase both customer and company sales.
* Worked closely with all of our suppliers, Diageo, Pernod Ricard, Patron Spirits, Jim Beam, etc.
* Built and maintained strong relationships in key accounts along with B & C accounts.

**UNITED DISTRIBUTORS, INC. Smyrna, Ga**

**Retail Spirits Sales Representative Feb 1995 – May 2006**

* Responsible in managing and maintaining over 35 Wine and Spirit accounts which has an excess of $5 M.
* Addressed and resolved customer inquiries and issues though consistent follow through.
* Provided training to new employees in the Spirit division which encompassed time-management, utilizing company data bases, building relationships, and fundamental selling skills.
* Ranked top three sales representative for the last 10 years in the Spirit division based on volume goals, distribution, and SKUs.

**WAREHOUSE PACKAGE STORE Valdosta, Ga**

**Assistant Manager April 1993 – Jan 1995**

* Actively engaged and communicated with suppliers and distributors to build strong relationships.
* Maintained an inventory excess of $1M.
* Managed a team of 12 employees which included training, coaching, mentoring, scheduling, and payroll
* Actively engaged and communicated with suppliers and distributors to build strong relationships.

**ACHIEVEMENTS**

* Bacardi Big Apple Program 2005 United Distributors, Inc.
* Bacardi Atlanta Super Bowl Program 2000 United Distributors , Inc.
* Salesmen of the Year Award 1999 United Distributors , Inc.
* Absolut Perfection Program Award 1996 United Distributors ,

**SKILLS**

* Excellent Communicator
* Multitasking and Prioritizing
* Budget conscious
* Multitasking and Prioritizing
* Customer Oriented
* Proficient in Diver, Pocket Advantage and Program Advisor
* General Business Management
* Proficient MS Word, Excel, PowerPoint
* Multitasking and Prioritizing
* Budget conscious
* *References, sales results, and achievements available upon request*

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