

Kiel Hooten

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Employment & Experience:

Artisanal Brewing Ventures – State Manager – MI & IN

Sept 2019- Present

- Manage a portfolio of 4 breweries and 1 distillery across 2 states and 22 distributors.
- Distributor relationship driven to increase POD and overall volume of all brands in portfolio.
 - Done via brand education, sales incentive implementation, work with sales representatives and management team
- Chain calls for local and regional c-store and grocery (Neimans, Toms, Holiday Markets, Blarney Castle, etc..)
- Forecast and collaborate on monthly orders with wholesalers on year round and seasonal items.
- Utilize VIP, IRI and other sales tools to develop and implement strategic sales plans
- Attend special events and festivals as needed/allowed.
- **2020 Growth 23% over targeted growth depletions; 50% over revenue growth goal**

Griffin Beverage Company - Craft & Import Brand Manager

November 2013-Sept 2019

- Brand management for 36 Craft Breweries and 7 Importer's with multiple brands in each portfolio.
- **Key Responsibilities:** Overall brand/portfolio management;
 - Sales planning, forecasting and inventory management (4 warehouses) & Overall portfolio profitability
 - Increased net-profits 16.2% yearly, while reducing's shrink and expenditures to > 2.4% for portfolio.
 - C-store and mass merchandise chain management; Sales gap analysis & IRI Data Mining
 - Call point for 10 local/regional chains- main contact for National & Mass Merchandise.
 - Grown POD in local/regional chain by net 600 over 45 stores since 2016.
 - Selling on fact based data provided via IRI, regional and local data, as well as competitive data.
 - Training and development of sales representatives and team leaders.
 - Hired, promoted and trained 3 direct subordinate team leaders, 15 sales representatives, merchandisers and sales trainees.
 - Oversaw the upgrade of employee manual; wrote companies sales training process and sales representative expectations. Developed and implemented sales trainee position across company.
 - Oversaw 4 Team Leaders directly, 3 Team Leaders Indirectly and 45 Sales Representatives.
 - Recruitment, hiring and dismissal of sales employees for main West Branch warehouse and sales team.
- **Proven Sales:** Growth exceeding market trends with portfolio growing +17% since 2014, 4.7Mil in Revenue.
 - Doubling total portfolio volume in 2.5 years to over 550K case equivalents, 5.8Mil in Revenue.
- **Performance Improvements:** Recommendation and implementation of technology driven selling tools. Upgraded sell sheets to digital, integrated DS Cloud to sales staff for continual resource deployment. Analyzed and structured re-route of Traverse City and Petoskey territory, while adding additional sales route to territory.
- **Market Performance:** Visitation on regular basis of key retailers in all markets. Daily check-in with team leaders and warehouse managers. Active selling to key retailers: draft programming and planning, display programing. Account base of 3500 retailers, target top 200 to see on a quarterly basis.
- **Certified Cicerone® received 6/18/2015**

Rave Associates Inc. -Account Manager

April 2012 – November 2013

- Manage a call cycle of over 240 accounts, selling a diverse portfolio from MI craft & Belgian Beers; as well as a diverse wine portfolio.
- Opening and expanding account base both on and off premise, with a focus of on-premise

Forest Pharmaceuticals - Territory Representative

June 2011 – March 2012

Fabiano Brothers- Sales Representative

July 2007- June 2011

Education:

August 2008- Oct. 2010

**Northwood University -DeVos Graduate School
Masters in Business Administration (MBA)**