

CHUCK PURRINGTON

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SALES AND BUSINESS DEVELOPMENT LEADER

Sales Management | Revenue and Distribution Growth

Sales manager with extensive experience increasing revenues and profit performance for the wine and spirits industry. Strong leader with accomplishments in training, mentoring and directing highly skilled sales teams in exceeding corporate objectives. Proven expertise in driving profit through evaluation of growth opportunities for high-profile accounts. Expert presenter, negotiator, and businessperson noted for superior communication skills.

CORE COMPETENCIES

Staff Training and Leadership | Sales Management | Exceeding Quotas | Key Account Management | Budget Management
Strategic Planning and Implementation | Wine and Spirits Education | Customer Relationship Management | Mentoring

PROFESSIONAL EXPERIENCE

Ste. Michelle Wine Estates, Southern California

November 2009 – July 2020

Senior Key Account Manager

Provided leadership and brand management for 26 On-Premise Managers, 104 Distributor Sales Reps, 6 Off-Premise Sales Managers, 40 Off-Premise Sales Reps and 15 Hotel Division Specialist. Territories included Palm Springs, Riverside, San Bernardino, Orange County, Santa Barbara, L.A. and Mammoth Lakes. Successfully executed company volume and distribution goals and responsible budget management.

- Responsible for training new hires. Asked by executive management to travel to Northern California, Colorado and Arizona to work with, evaluate and train Business Development Managers to drive productivity and revenue.
- Mentored 2 fellow Key Account Managers and 2 Antinori Italian Wine Specialist.
- Collaborated with Senior Management to develop combos and selling tools for distributor sales teams to help meet sales goals of 15% to 25% on luxury wines also increasing accounts sold.
- Delivered high-impact coaching to SMWE reps on On- Premise marketing and ideas to secure sales and gain distribution.
- Motivated distributor sales teams to achieve goals and scorecard success through hands-on management.
- Conducted Chain Account surveys and Go Spot Check Off Premise surveys for strategic planning efforts which maintained planner compliance and held distributor responsible for meeting distribution goals.
- Worked with Retail Chains to assure number of facings, shelf positioning and floor stacks were all in compliance at the store level.
- Worked with wine shops and independent retailers to increase distribution and sales volume by 20%.
- Conducted in-store consumer tastings at key retailers.
- Created a constant flow of sell sheets and marketing tools for all the distributor sales teams in So. California while adhering to company goals. Shared the efforts with Northern California team.
- Spearheaded the creation of the Ste. Michelle Wine Estates On & Off Premise Portfolio sheets for sales reps to use while in the field. Shared with Northern California and global accounts. Was a tremendous success with sales reps!
- Utilized hospitality and culinary expertise to create menus, wine list, and promotional material for customers and SMWE team which achieved brands in print quickly and cost effectively, enabled brand exposure, and increased growth 14% (2019).
- Retained key accounts by working with distributor team managers and reps to keep SMWE as the to go-to supplier.
- Volunteered to take on the responsibilities of the L.A. and Santa Barbara teams after the existing rep relocated.
- Always maintained budget responsibility. Never exceeding any budget category.

Awards and Accolades

- Won the Presidents Club Award for contributions to growth in business and profitability goals while being recognized among the top 5% of salespeople at Ste. Michelle Wine Estates for 2016 and 2017.
- Awarded Business Development Manager of the Year accolade in an organization comprising of 65 others in this role for 2017.
- Accomplished West Region Top Performing Precision Selling Territory Business Development Manager 2017.
- Earned Champagne Nicolas Feuillatte Salesperson of the Year 2017.

Southern Wine & Spirits, Cerritos, CA

December 1993 – October 2009

On-Sale Division Assistant Manager, February 2008 – October 2009

Managed 12 sales reps as well as 2 key account reps and 2 supplier overlays (the largest On-Premise team). Oversaw the Orange County On-Premise division of over 1,100 accounts to gain distribution of and quota attainment. Sourced new business by regularly conducting sales activities, wine dinners and tastings.

- Worked closely with all 16 sales reps to maximize their efforts and selling potential.
- Drove revenue by achieving 100% of goals for top five suppliers in the first six months.
- Increased distribution of wine portfolio from 78% accounts sold to 89% accounts sold.
- Maintained wine sales dollar volume to annual growth of 12%.
- Secured repeat business base by effectively and professionally servicing existing customers.
- Spearheaded high-impact marketing campaigns, menus, wine list, and drink list by working with chefs, managers, and owners to ensure maximum profitability, guest and staff involvement, and suitability to company suppliers.
- Won Manager of the Year award for 2009 for consistently achieving above average quota attainment, distribution goals and budget responsibility.
- Organized and prioritized over 80 monthly sales quotas and distribution goals for the sales team.
- Retained high-value accounts by speaking at wine tastings and wine event banquets.

Hotel & Restaurant Specialist, December 1993 – February 2008

Orchestrated all bottom-line factors for key accounts around the Disneyland Resort including Disneyland, Hilton, Marriott, Sheraton, and Angels.

- Nominated for the On-Premise Sales Representative of the Year six times in an organization of over 160 salespeople.
- Winner of high-profile sales incentive trip to Hawaii five of seven times the trip was offered.
- Drove revenue year over year and increased sales in territory for 15 years as an On-Premise representative.
- Monitored over 48 monthly quotas and distribution goals to exceed company objectives.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Court of Master Sommeliers: **Level One Certified**

Society of Wine Educators: **"Certified Specialist of Wine" program**

Wine & Spirits Education Trust: **WSET Level II Certified**

Completed 11 subjects on Altria and LinkedIn Learning:

Communications, Compliance and Integrity, Deliver Winning Results, Deliver with Impact, Guidance on Business Operations, Innovate with Courage, Leadership Development, Make it Simple, People Development, Grow People and Teams, Project Management, Prioritize Resources and Professional Skills