Bryan Rounds

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Dynamic beverage industry sales leader with over 16 years of management-level experience driving growth and managing relationships. Strong background directing high-impact teams conducting sales, merchandising, and customer relations. Forward-thinking, innovative sales strategist with the expertise to generate results.

*Specific knowledge and professional strengths include:*

* Sales and Account Management
* Business Development and Administration
* Demand Forecasting and Sales Projections
* Supply Chain Management and Inventory Tracking
* Account Support, Retention, and Recordkeeping
* Sales Reports, Spreadsheets, and Projections
* Personnel Coordination and Training Facilitation
* Budgeting and P&L Financial Accountability
* Presentations, Public Speaking, and Client Interface
* ABC Laws and Regulatory Compliance
* VIP and Encompass ERP Software
* Microsoft Word, Excel, Outlook, and PowerPoint

**Current Experience**

2019 – SEPT 2020: ***Sales Supervisor***

**Reyes Beer Division/Allied Central Coast** – Santa Maria, CA

* Provide effective leadership, training, motivation, and supervision to assigned sales personnel.
* Exceed goals for sales, displays, shelf position, and pricing.
* Direct sales and merchandising efforts ensuring results are consistent with company goals and objectives.
* Establish objectives; support and train account managers.
* Work with sales managers to resolve customer problems and enhance competitive activity in the market.

2003 – 2019: ***On-Premise Sales Manager/Off-Premise Sales Manager***

**Central Coast Distributing, LLC** – Santa Maria, CA

* Directed, trained, and evaluated a team of five sales executives’; instituted goal setting and incentive tracking.
* Managed on-premise and off-premise beer sales programs.
* Led, teams of sales representatives, draft technicians, and merchandisers for on-premise/off-premise sales.
* Conducted hiring, training, and on-going development for merchandising, sales, and marketing staff.
* Implemented on-boarding and internal training programs to ensure consistent quality staff performance.
* Created and executed strategic plans, provided effective leadership, and designed development programs.
* Increased revenue, developed new brands, supported product lines, and continually drove revenue growth.
* Developed and documented sales and volume forecasts; surpassed sales goals on a year-over-year basis.
* Set supplier business plans and ensured representatives met and exceeded sales goals for 50+ breweries.
* Determined annual ordering for specialty craft beers and seasonal offerings; managed beer allocations.
* Planned and implemented “American Craft Beer Week,” a Central Coast promotional effort that increases in attendance and momentum every year with 150+ events, features, tap-takeovers, and beer dinners.
* Collaborated with chefs to orchestrate 50+ “beer dinners” on the Central Coast with multiple craft breweries.
* Led sales teams to attain more than 57% growth in sales dollars and gross profit over the last 10 years.

**Earlier Career History**

2000 – 2003: ***Sales Representative,* Allied Distribution Company** – Santa Margarita, CA

**Education & Training**

Current: ***Certified Cicerone®,* Cicerone Certification Program**

2011: ***Situational Leadership Management,* MillerCoors**

2003: ***Solution Selling Training,* Miller Brewing Company**

1996 – 1999: ***Business Management/General Education,* Allan Hancock College** – Santa Maria, CA