**Adam Schlein**

**Leader| Strategist | Collaborator**

**Beverage Alcohol Professional**

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Award-winning sales leader offering 16 years of expertise in fueling share growth in beverage alcohol for the world’s largest suppliers. Managed $3.5M on premise and $4M Off premise. Leader of sales with oversight of up to 150 on premise accounts for 3 major suppliers. Stylistic approach is rooted in long-term relationships.

Leadership & Strategic Direction ▪ Distributor Sales ▪ Brand Building ▪ Brand Awareness

Innovator ▪ Forecasting ▪ Brand Trainings ▪ Compliance ▪ Coaching & Mentoring ▪ Sales

Marketing Activation ▪ Key Account Management ▪ Data Analytics ▪ Presentations

New Account Development ▪ Highly Organized ▪ Time Management ▪ Self Discipline

**Technologies:** Microsoft Office ▪ Diver Sales Tool ▪ Edge & Trax

**PROFESSIONAL EXPERTISE**

***Empire Merchants, United Division*** *– Astoria, NY* Dec 2008 – Sept 2020

**Sales Representative, ON PREMISE**

***Sales Strategy***

* **Average Growth of 17%+ throughout career for world’s largest spirits supplier, Diageo, beating goal by 3%; national average by 7%.** 
  + **Propelled up to 83.3%+ growth for Moet Hennessy Brands.** Collaborated to pioneer events such as #ChampagneFirst targeting accounts in NYC to offer champagne before bottled water.
  + **Triggered over 66.5% case growth for Chateau and Estates for multiple years** by identifying areas of opportunities, such as wines by the glass and event spaces.
  + **Compelled 400% upswing in Bushmills yearly case volume** by teaming with key accounts like Rudys to feature the Shot and a beer program to grow awareness to Irish Whiskey.
* **Beat on premise goal for case expansion every year for world’s largest luxury supplier, Moet Hennessy, and exceeded growth target for annual volume;** Always overachieved “Top 57” program, surpassing Division average by 15%.
* **Ignited 270% increase in revenue growth throughout my career at Empire,** surpassing division goal of 5% annually by **Growing innovation distribution 20% per year** as well as focusing on the core brands growth.
* **Yielded consistent above-average growth by supplier for 11 straight years** by optimizing route-to-market, utilizing tools to increase sales like brand partnerships, supplier agencies, social media and qualitative work.

***Awards and Recognition***

* **Top performer since Dec 2008 by winning multiple Sales Rep of the Year and Month awards.**
* **Led division by surpassing sales and qualitative goals to win distillery and winery experiences around the world** Scotland (2x)-Diageo & MHUSA, Ireland- Bushmills/baileys, Mexico (2x)-Don Julio, L.A.- Deleon Exp, Tennessee- Dickel, Napa- Moet Hennessy, Kentucky- Bulleit, Chile-Almaviva, Argentina- Navarro, Poland- Belvedere
* **2011 Top Performer for Diageo Irish Whiskey Volume**
* **2013 Top Performer for Diageo Scotland Whisky Distribution and Sales**
* **2015 Top Performer for Diageo Chateau & Estates Growth YoY**
* **2015 & 2016 Top performer for Diageo American Whiskey Distribution and Volume**
* **2017 Top Performer for Deleon Tequila by gaining Distribution and Volume**
* **2018 Top Performer for Belvedere Vodka selling most innovation in Single Estates and menus**
* **2018 & 2019 Top Performer for Don Julio Tequila Volume and Distribution and menus**
* **Labeled “A” Player and appointed head trainer of new employees**

***Manhattan Beer & Spirits Distributors****– Bronx, NY* Apr 2005 – Nov 2008

**On Premise Sales Manager (Feb 2007-Nov 2008)**

Cultivated and directed sales team of 8 including 2 merchandisers, to drive volume, distribution and profitability.

* **Boosted team sales performance, engagement, and morale** by fueling a winning culture and strengthening accountability. Kicked off quarterly team building exercises and monthly events for top performers to discuss challenges and concerns with other managers to optimize go-to-market strategies.
* **Augmented branding and sales capabilities of team** by increasing knowledge of supplier portfolios. Collaborated with suppliers to build mandatory training program and monthly coaching sessions.
* **Nurtured relationships** with Top 25 accounts while building and expanding new business.
* **Responsible for programming** including coordinating and scheduling special events.
* **Led weekly meetings** with team and supervisors to review strategic planning.

**Off and On Premise Sales Representative (Apr 2005 – Feb 2007)**

Directed and lead the overall efforts within the territory to maximize product sales, distribution and profitability.

* **Ensured optimal and maximized** utility of generic and thematic POS materials in both ON and OFF trade channels.
* **Represented distributor** for all supplier personal to execute sales and marketing plans
* **Vigorously** opened prospective non-buying accounts to increase distribution of Manhattan brands.

***Awards and Recognition***

* **Drove Yankee Stadium Area up over 29% in sales during my managing year of 2007**
* **Won sales rep of the year my 1st year with sales over 19.5% in 2005**
* **Responsible for bringing growth above 4 Million in sales for my managed territories**

**Skills and Other**

* Computer Skills: Microsoft Office Proficiency (Word, PowerPoint, Excel, Access), Diver, EDGE/TRAX, Social Media and Pocket Advantage.
* Language Skills: Working knowledge of Spanish and Arabic
* Leadership: Acted as Union Shop Steward for division helping with onboarding and Managing day to day activities and problem solving.
* Personal: Engaged and father to a four legged son. Passionate about cooking, spirits and fine wines. Love to travel, have trained in Martial Arts for over 20 years attaining a 5th degree black belt.