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### PROFILE

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Accomplished Regional Manager with more than 15 years of experience driving successful companies to maximized growth and profitability. Highly skilled at forging and executing valuable collaborations with distributors, suppliers, and importers across all markets. Integral in the successful launching of national marketing strategies in the wine and spirits industry. Technical proficiency includes Microsoft Office (Word, Excel, PowerPoint).

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### AREAS OF EXPERTISE

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- Customer Satisfaction
- Order Processing
- Print & Digital Marketing
- Business Development
- Financial Reporting
- Event Management
- Strategic Initiatives
- Relationship Management
- Portfolio Development

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### EDUCATION

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#### **Courses completed in Business Management**

Pepperdine University  
Sherman oaks, CA

#### **A.S., Business Administration**

Glendale College  
Glendale, CA

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### PROFESSIONAL EXPERIENCE

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Hotaling & Co., 2009 to Present

#### **Pacific Northwest Regional Manager, Seattle, WA, 2016 to Present | Western Regional Manager, Los Angeles, CA, 2011 to 2016**

Direct all areas of sales including portfolio development, market management, programming, and pricing. Collaborate with distributors in all markets to reach cost and sales targets. Generate monthly sales reports and annual sales summaries. Facilitate printed and digital marketing materials consisting of printed product releases, annual promotions, e-blasts, holiday offers, and social media.

- Controlled sales across seven states including Control States in Pacific Northwest and 12 states in the Western Region while regulating four direct report California Territory Managers and a broker network in Pacific Northwest States.
- Expanded chain business by 54% and on-premise by 37%.
- Accelerated growth by 41% and account sales by 11% since 2016 relocation.
- Maintained #1 region rank nationally by exceeding growth, revenue, and case volume targets.
- Furthered growth by 30 to 40% in case depletions yearly throughout tenure.

#### **National Category Director, San Diego, CA, 2009 to 2011**

Headed national marketing and sales of diverse spirits portfolio with emphasis on Latin brands while partnering with international suppliers, brokers, and distributors to exceed sales and budgetary goals. Designed and launched multiple national marketing strategies including major relaunch of Top Tier Tequila brand. Formulated and coordinated marketing budgets and pricing.

- Boosted Latin Division brands sales by 18% in first year.

Marques de Riscal Winery, Los Angeles, CA, 2004 to 2008

#### **National Sales Manager**

Cooperated with distributors and sales force, as well as US importer involving all facets of day-to-day business while reporting directly to ownership in Madrid Sales office. Involved in all trade shows, promotions, and tastings.

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## PROFESSIONAL EXPERIENCE, CONTINUED

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Secured new national accounts in PF Changs, Costco (Southeast region), Starwood Hotels, Morton's, and Cost Plus.

- Coordinated US sales and marketing of 90,000 cases.
- Attained #1 sales position for Rioja Reserva in US market.
- Enhanced sales by 15,000 cases in 3-year period and increased US case sales by 15% in first year.

### **Additional Experience**

National Accounts Manager | National Brand Manager, Shaw Ross International Importers, Miami, FL & Laguna Niguel, CA

General Manager, Beverages Northwest, Seattle, WA

Sales Representative, E&J Gallo Wines, Seattle, WA

Store Manager/Buyer, Malibu Abbigliamento, Rome, Italy

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## LANGUAGES

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English, fluent

Italian, fluent

Spanish, fluent