Ben Bastian

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SUMMARY

Goal-oriented and results-driven sales professional with a 14-year record of achievements and successful revenue growth by providing visionary leadership to the sales team. Tenacious in acquiring new business in a highly competitive market, creating strong long-term relationships with other partners, and building brand loyalty. Energized by new challenges with vigorous abilities to plan and adapt. Expert negotiation and communication skills with keen abilities in goal setting and strategy implementation.

WORK EXPERIENCE

**Sales Manager** – November 2018 – April 2021

**Toppling Goliath Brewing Co** – Decorah, IA

* Wisconsin-based sales manager overseeing seven distributor teams in Wisconsin and Michigan with volume that

grew upwards of 34,000 case equivalents

* Compiled monthly forecasts to build trucks for proper inventory management
* Assisted all distributor representatives with attaining new points of distribution as well as volume and brand

awareness. Year over year had increases in accounts sold, point of distribution, and volume.

* Led monthly performance reviews with all seven distributor partners
* Conducted on average two samplings per month in the off-premise and two on-premise tap events monthly

**Sales Representative-Off Premise –** January 2016- November 2018

**Beechwood Sales and Service** – New Berlin, WI

* Grew volume and distribution for local Anheuser Busch distributor by 1-2% per year
* Supervised a route of 45 independent accounts with weekly orders
* Maintained competitive price flow with competitors and kept brands within desired freshness

**Sales Representative- Off Premise** – March 2014 – January 2016

**Johnson Brothers Beverages** – Milwaukee, WI

* Grew volume and distribution for local wine and spirits distributor by 3-4% each year
* Managed a mixed route of chain and independent accounts

**Retail Beer Merchant** – July 2013 – March 2014

**Tenth & Blake Beer Company/C.J.W. Inc.** – Racine, WI

* Assigned to grow craft brands within distributor territory covering Racine, Kenosha, and Walworth counties of

Wisconsin

* Responsibilities included but not limited to: new distribution, staff trainings, beer dinners, on/off premise

samplings, and visibility at beer festivals

**Sales representative – On-Premise** – August 2007 – July 2013

**C.J.W. Inc** – Racine, WI

* Maintained over 140 on-premise accounts with inventory management, proper point of sale, and equipment

fixes

* Promoted to sales and exercised experience in merchandising, special events, and deliveries

EDUCATION

**University of Wisconsin – Parkside,** Kenosha, Wisconsin, Business Management studies

**Certified Beer Server** – Certified Cicerone

**Certified Beer Merchant** – MillerCoors Beer Knowledge 101

SKILLS/INTERESTS

* Proficient in PC-based software i.e. Microsoft Excel, Word, PowerPoint, etc.
* Division 1 Club Rugby Player