

Shannon Berndt

Shannonberndt@outlook.com – Cell~224-242-0505



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1249 Oyster Creek Dr. Buda, TX 78610

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Professional Profile

Motivated, honest, resourceful, sales director with a proven ability to successfully manage wholesalers, accounts and employees, while consistently exceeding company revenue and sales goal expectations.

Highlights

* Awarded *“2004 Rookie of the Year”* for first year growth at *Constellation*, (22%) achieved 105% of goal.
* Awarded *“2007 District Manager of the Year” by Constellation* 18% growth and 102% of goal.
* Successfully managed all trade channels in the Nevada market to achieve consistant depletion and distribution growth 5 years in a row.
* Promoted to *Nevada Sales Manager* when *Constellation* consolidated individual operating business units into one large company.
* Achieved 108% of fiscal goal & 102% of GP goal first year at *Diageo*
* Successfully managed 26 distributors in 12 franchise states around the US.
* Develped relationships with key retail chain accounts during career including *Whole Foods – National, HEB – TX, Kroger –National, Randalls - TX Region, Central Market – TX Region, Sprouts – National,*  *Marianos - IL*, *Roundys - WI*, *Costco (multiple states),* *Jewel  - IL*, *Binnys - IL,* *Schnucks - MO,* *Festival - WI,* *HyVee - MO, IL*, *Lee's Discount* *Liquor & Wine - NV*, *Total Beverage, Cost Plus World Market – TX, Rouse’s –LA, Specs-TX, Applejack – CO, Albertson’s Safeway - Regional*
* Achieved 11 new Treasury Wine points of distribution in Whole Foods nationally in 12 months.
* Achieved first Stoller Wine Group National program at Residence Inn.
* TX grew Stoller Dundee Hills Chardonnay from 94 cases to 581 in 2019
* Effectively moved all SWG brands to a new distributor with minimal marke impact
* Grew Knights Bridge brand 28% in 2020
* Opened 5 new distributor partners in a pandemic year

Professional Experience

## **Knights Bridge Winery 2020 - Current**

**West Region Sales Director – TX, CA, CO, AZ, NV, NM, OK, AR, UT, ID, MT, WA, OR**

**National Account Director – On and Off Premise**

* Build distributor network around the country to increase National footprint.
* Develop, and maintain, longterm distributor relationships
* Build price structure with all new distributors
* Maintain and support price structures in existing distributor network
* Create, and execute, Knights Bridge Winery fiscal business plan effectively, and competently
* Establish clear expectations, and goals, with distributor partners.
* Prepare and conduct business review with distributor senior management while establishing a strong partnership focused on working together to build our brands
* Aide distributors to achieve yearly shipment goals.
* Responsible for execution of depletion, budget and shipment goals.
* Weekly, and monthly, communication with distributors to insure clear communication about KB brands.
* Work with distributor reps to establish relationships and to build brands in each state.
* Educate, train, develop and motivate distributor sales teams.
* Consistently grow points of distribution in each market.
* Monitor competition and market trends. Share feedback with team.
* Develop strong working relationships with peers and ownership.
* Distributor inventory analysis.
* Manage and track annual budget.
* Build and foster high level customer relationships with key national account buyers.
* Identify key levers for future growth and develop an annual tactal plan to drive volume.
* Prioritize opportunity channel segements.
* Create and influence customized programming that supports sales efforts.
* Penetrate and leverage key distributor national account resources to drive account-specific priorities.
* Drive compliance of all programming through distributor sales team.
* Monitor the on-premise environment and be the expert on trends and new developments as it relates to targeted accounts, channel strategies, and innovative ways of working and selling our ideas.
* Fact-based selling and account planning.

## **Stoller Wine Group 2016 - 2020**

**Regional Sales Director – TX, CO, AZ, NV, NM, OK, AR, KS, UT**

**National Account Director – On and Off Premise**

* Lead the development of fiscal sales plan to achieve company goals state by state
* Develop, and maintain, longterm distributor relationships
* Create, and execute, Stoller Wine Groups fiscal business plan effectively, and competently
* Insure proper pricing and support is in place with distributor network.
* Establish clear expectations, and goals, with distributor partners.
* Prepare and conduct business reviews with distributor senior management while establishing a strong partnership focused on working together to build our brands
* Aide distributors to achieve yearly shipment goals.
* Weekly, and monthly, communication with distributors to insure clear communication about SWG brands.
* Work with distributor reps to establish relationships and to build brands in each state.
* Educate, train, develop and motivate distributor sales teams.
* Consistently grow points of distribution in each market.
* Monitor competition and market trends. Share feedback with team.
* Develop strong working relationships with peers, marketing team, winemakers, HR team, IT, President, ownership.
* Manage, and track, budget spending.
* Distributor inventory analysis.
* Develop and maintain high level customer relationships with key national account buyers.
* Create enticing national programs for key accounts.
* Build brand awareness around Stoller Wine Group brands in the National accounts.
* Identify key levers for future growth and develop an annual tactal plan to drive volume.
* Penetrate National accounts by developing account plans that increase SWG placements and create programs that drive velocity.
* Prioritize opportunity channel segements.
* Work cross functionally to ensure seamless implementation of all National account programs.
* Ability to create and influence customized programming that supports sales efforts.
* Drive compliance of all programming through distributor sales team.

## **Treasury Wine estates 2012 - 2016**

**Regional Chain Director – TX 2014 - 2016**

# State Director IL – (all channels) 2012 - 2014

* Manage entire TWE portfolio performance in Regional, and National, chains in Texas.
* Insure flawless execution of monthly programs in all chain stores.
* Call on Whole Foods Nationally, and, Regionally.
* Manage WalMart/Sam’s execution in the Texas region.
* Responsible for defining and negotiating chain forecast goals, pricing & programing with distributors.
* Identifies critical profitable strategies and prioritizes distributor's efforts for execution.
* Provide monthly revisions of major inventory needs.
* Monitor and review sales results regularly, in order to prevent negative deviation from targets.
* Assist in managing distributor inventories and vintage change.
* Monthly planning meetings with major regional chains. (Walmart, Whole Foods, Total Wine, Specs, Costco, Target, Walgreens, Sprouts, Brookshires)
* Implement programs and incentives for each division at the distributor in the state of Texas.
* Responsible for managing Paramount Division with in Glazers.
* Organize general sales meetings, incentives, priority overview and updates with each District Manager in the Paramount division.
* Managed *Treasury* portfolio with primary focus on premium *Beringer Brand* with increasing depletions on high profit tiers.
* Managed all business with *Southern Wine & Spirits,* our wholesaler
* Case responsibility of 80K
* Major brands included*Penfolds, Beringer, Cht. St. Jean, Stags Leap and St. Clement*
* Organize yearly, monthly, and weekly planning with distributor partners.
* Ensure sales plans and profit contributions are achieved while remaining within budget.
* Manage two direct reports and nine *embedded* distributor personnel.
* Make monthly calls to regional chain accounts. (Costco, Marianos, Whole Foods, Safeway, Supervalu, Binny’s)
* Working with *SWS* to establish pricing and programming for IL market.
* Constantly analyzing market reports, and *TWE* business, to determine growth opportunities.

## **Diageo north america 2010 - 2012**

**Wine Director – Franchise West - WI, NV, NM, MO, AR, KS**

* Successfully managed *Diageo Chateau & Estates Wine Portfolio* for six franchise states (WI, NV, NM, AR, KS, and MO) across the US.
* Priority brands included *BV, Provenance, Sterling, Acacia, Hewitt and the Diageo Burgundy Portfolio*
* Responsibility included managing, *"dotted-line"* six State Directors for *Diageo Chateau & Estates.*
* Establish clear direction, and goals, for wine with ten State Managersand distributors.
* Ensure state sales and revenue goals are met, or exceeded, working within a budgets of $1.3M
* Educate entire Franchise Division on wine and the wine business.
* Managed Catalyst spirits portfolio until a state manager was hired.
* Collaborate and plan with National Account Chain team. (Safeway, Raley’s, Costco, Albertsons, Kroger, Roundy’s, Festival)
* Communicate and ensure execution of National Chain Programs**.**
* Create forecast goals on *New to World Wines, i.e.* *Once Upon A Vine, Butterfly Kiss* and *Stark Raving*
* Create and Implement programs and incentives for each individual state and distributor for *Diageo Chateau & Estates.*

## **constellation wines Us state Manager – nevada 2004-2010**

**Nevada State Manager (all Divisions) 2008-2010**

**Nevada District Manager *ICON Division* 2004-2008**

* Managed *Constellation* portfolio, with primary focus on building brands profitability with increased depletions on high profit brands.
* Wholesalers included *SWS* and *Wirtz*
* Major premium brands included *Robert Mondavi Winery, Mt Veeder, Simi, Ruffino and Franciscan*
* Ensure sales plans and profit contribution is achieved on a monthly basis, while remaining within budget.
* Establish sales goals for four direct reports, (one on-premise, one off-premise. one chain and one luxury manager).
* Monitor distributor performance by conducting monthly business reviews with upper management.
* Work with four direct reports to develop effective sales and marketing programs for both on and off premise to ensure monthly, and annual, goals are achieved.
* Administer marketing programs in the *State of Nevada.*
* Plan and collaborate with National Account Chain team. (Costco, Total Wine, Raley’s, Albertsons, Safeway)
* Develop and execute brand launch plans with distributors.
* Expand and develop depletions and distribution in all Nevada trade channel accounts.

## **deLuca liquor and wine Las Vegas / Account executive / fine wine division/On premise 2002-2004**

* Responsible for fine wine sales in four major hotels; *Bellagio, Venetian, MGM* and *Mandalay Bay*, with dollar sales totaling over $5M
* Awarded *Employee of the Year in 2004* with 10 months of increased sales.
* Responsible for achieving on premise monthly goals and PFPs.
* Accountable for building, and maintaining, new points of distribution.
* Managed accounts wine list and inventory to insure correct spelling, vintages, and descriptions.
* Organized, and planned wine maker travel, dinners, and events while wine makers were in town.

**Prior Professional Experience**

**Ross products division abbott labs 1998-2002**

* Las Vegas, NV Sales Representative, 2001 to 2002
* Vernon Hills, IL District Sales Technical Analyst, 1999-2001
* Vernon Hills, IL Sales Representative 1998-1999

Education

**northwestern university – Evanston, IL 1994-1998  
B.S., Biological Sciences / Pre-Med 3.8GPA**

**Certification**

* Introductory Sommelier Course, Court of Master Sommeliers
* Certified Sommelier Course, Court of Masters Sommeliers
* Wine, Spirits Eduational Trust Certification Level II (WSET)
* Wine, Spirits Educational Trust Certification Diploma
* Certified Wine Educator
* Certified Specialist of Wine
* Well versed in MS Office
* Functional in AC Nielsen & IRI
* Experience with Diver, Trade Pulse & VIP