

# Benjamin Ferris

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## PROFESSIONAL SUMMARY

Professional wine maker and Sommelier who has taken his passion and knowledge and transitioned into wine and spirit sales, achieving a successful track record in wine and spirits product placement, brand development and on- and off-premise sales.

## WORK HISTORY

### Southwest Spirits

2018-current

#### Southeast Area Sales Manager – Georgia, Tennessee, and South Carolina

- Promoted to Area Manager after only 19 months with the company; now responsible for the development of the company's five brands in Georgia, Tennessee, and South Carolina.
- Since its launch in March 2018, I've grown Nue Vodka's total depletions throughout my territory to 31,506 with 18,744 9-liter cases being depleted in the last 12 months making it the 3<sup>rd</sup> largest market in the country for the brand.
- Since its launch in March of 2019, I've grown Henderson Whiskey's total depletions throughout my territory to 12,977 9-liter cases accounting for 75% of the brand's total volume nationwide.
- Develop marketing concepts that have been implemented nationwide.
- Work with distributor partners to reach and exceed goals for each brand in our portfolio, including sales force and low-/mid-level distributor management to seize any and all opportunities.
- Train sales force on product, competitive set, and merchandising.
- Conduct monthly and quarterly meetings with GM of distributors to set and review annual goals and quarterly programs.
- Manage expectations and hold distributors accountable to goals and programs agreed to.
- Represent the brand at all events for trade and the public as well as for radio events and marketing opportunities.

### Great American Wine Group

2016-2018

#### National Spirits and Luxury Brands Sales Manager

- Was Responsible for the brand development of the company's import portfolio nationally, which included spirits and luxury wine brands.
- Drove sales for entire portfolio for the states of Georgia, Tennessee, Mississippi, Michigan, Nevada, Missouri, Illinois and Arkansas; managing relationships with 15 distributor partners nationally.
- Recruited and developed relationships with distributors in untapped markets including Colorado, Missouri, and Young's Market Group, which covers 13 states in the western US.
- Worked with distributor reps, managers and heads of sales to position products most effectively and establish new accounts both on- and off-premise.
- Held distributors responsible for meeting sales goals, implementing programs and tracking program success.
- Developed national and regional incentive programs for distributor reps, management and accounts.
- Educated distributor sales staffs on products, sales concepts as well as company programs and vision.
- Led the company in pursuit of large chain retailers like Costco, Whole Foods, Albertson's, Kroger.

### Vertical Vision (An Amerilife company)

2014-2016

#### Director of Annuity Sales / Director of Contracting & Recruiting

- \$36 million annual sales run-rate established in just 18 months.
- Successfully established and maintained agent relations with 250 agents.
- Was Responsible for sales coaching, case design and product placements for 30+ insurance and annuity carriers.
- Used Daily application of index and market knowledge to strengthen agent relations.
- Successfully recruited 50-60 agents a month from across the United States.
- Promoted to Sales Director within six months.

### EFESTE - Woodinville, WA

2012-2014

#### Assistant Winemaker

- Was Responsible for day-to-day operations at 11,000-case production facility.
- Managed and performed all lab activities and maintained all records and OSHA standards.
- Managed all warehouse activities including bottling, shipping and receiving.
- Performed all aspects of production from fruit processing to bottling.

**Precept Brands - Prosser, WA** **2012**  
**Assistant Winemaker**

- Assisted in running a large scale aromatic white wine facility along with a premium red wine facility.
- Represented brands at industry functions.
- Managed all cellar and lab activities.
- Recruited to EFESTE by the head winemaker.

**Hartwell Estate Winery, Molly Dooker Winery, Kosta Browne Winery, Landmark Vineyards** **2010-2012**

**Cellar Hand/ Lab Assistant/Production Manager**

- Responsible for all cellar operations and basic lab analysis.
- Lead press operator.
- Oversaw mobile bottling operations.
- Performed quality control on wines coming off bottling line.
- Managed pump-over crew.

**Cynara Worldwide Sourcing - Fresno, Ca.** **2008-2009**  
**Wine Import Brand Manager**

- Developed and drove successful implementation of business plan for wine import company.
- Responsible for sales and consulted on marketing and advertising.
- Managed importing and shipping.

**The Eiger LLC-Fresno, CA** **2007-2008**  
**Wine Director**

- Determined pricing and increased profits throughout the company by 15%.
- Authored and managed all wine lists and inventories for two high end restaurants.
- Educated all staff and the public on all matters wine related.
- Designed, coordinated, and executed all monthly winemaker dinners.

**EDUCATION**

**Agricultural Science: Enology and Viticulture** **2006-2009**  
 California State University, Fresno  
 Dean's List Winter 2006

**Associate of Arts** **May 2003**  
 Trident Technical College, Charleston, SC.

**Certified Sommelier, level 2; Court of Master Sommeliers** **2007**

**SKILLS**

Pricing	Employee management
Distributor management	Sensory Evaluation Experience
Project and budget management	Salesforce.com (Greatvines)
Business-to-Business relations	Distributor software for inventory/PO management
Consumer relations	Long-term planning
iDIG	Microstrategies (in-house CRM for RNDC)
VIP	Production Management

**REFERENCES**

<b>Bill Young, Jr.</b> , President, General Wholesale Company	404-352-1041
<b>Mike Howard</b> , Former President of Southwest Spirits	972-523-7361
<b>Mike Brennan</b> , Regional Head of Sales for Roxanne, LLC (Crystal Geyser Spring Water)	678-800-9606
<b>Daniel Ferrelli</b> , Owner, EFESTE Winery	425-443-5190
<b>Michael Browne</b> , Founder, Kosta Browne Winery	mbrowne@kostabrowne.com
<b>Shane Finley</b> , Winemaker; Lynmar Estate Winery	707-495-8179