**Justin Johnson**

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**Beverage Sales Executive**

Profit-driven, transformational sales leader offering comprehensive multi-market experience with extensive distributor management. Strategy development & implementation, budgeting and forecasting, relationship development, national account management and achievement of sustainable business results within both the spirits and wine industry. Top performer, able to identify lucrative growth opportunities while maximizing market share and leading successful negotiation of complex business deals.

* Proven track record of leadership with ability to plan, organize, prioritize, and track all supplier and pricing programs to realize KPI objectives for all channels of trade.
* Creative development of robust marketing and brand awareness initiatives to expand customer reach.
* Ability to perform efficiently against tight deadlines and manage concurrent projects, establish clear lines of communication throughout all levels of the organization while making sound business-focused decisions.

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|  | **Areas of Expertise** |  |
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Strategic Sales Planning / Distributor Management / Strategic Account Management / New Market Development & Expansion / P&L Management / Brand Building / Financial Analysis / Informed Decision-making / Distribution Channel Development / Relationship, Sponsorship, & Partnership Development / Continuous Process Improvement / Team Building & Leadership

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|  | **Major Accomplishments** |  |
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* Projected big picture acumen in conceptualizing and constructing national sales recognition program called “Spot-On” that was accepted and initiated across all commercial sales teams in 2021.
* Known as top-performing region manager across the US in 2018 for exceeding individualized brand performance and national growth rates of over +18% including Tullamore DEW +24%, Glenfiddich +18%, Hendrick’s +17%, Milagro Tequila +15%, and Balvenie +14%.
* Drove collaborative team and individual efforts leading to the growth on Tullamore DEW in IL from #7 US market in 2017 to #3 US market by 2019 with depletion growth of +6,800 cases or +55%.
* Credited with successfully launching innovation products; Monkey Shoulder, Hendrick’s Lunar, Milagro Select, and Fistful of Bourbon throughout Central Region as top-performing markets in the US.
* 2013 Global Stand Fast award winner for management of business during 2012 Washington State privatization transition that led to sustained depletion growth of over 50% between 2012-2016. Individual brand highlights include: Hendrick’s +150%, Tullamore DEW +123%.
* Nurtured effective cross-functional team collaboration to accomplish top large-scale sponsorships and sampling opportunities, including exclusive gin sponsorship at Lollapolooza in Chicago, vodka pours/sponsorships at Bumbershoot Music Festival and Fremont Fair in Seattle

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|  | **Professional Experience** |  |
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**William Grant & Sons, Seattle & Chicago Jun 2012 – Jun 2021**

Region Director – Central Region (Jan 2019 – Jun 2021)

Integral part of the commercial leadership team and ownership of five Central Region markets (IL, CO, WI, MN, NV) encompassing five direct reports and fourteen managers reporting directly to SVP of sales. Drove inspirational support, motivation, and positive guidance to region team through delivery of clear business plans, objectives, financial and performance reviews, as well as ongoing individual support/development programs. Demonstrated strategic and forward-thinking acumen to identify and evaluate potential growth opportunities, re-allocate time, and resources by employing all available assets, including analytics, revenue management, and Nielsen data.

* Delivered directional leadership support to define and implement established strategic business plans to wholesaler network that generated over 375K cases and $55MM in annual sales.
* Developed and controlled region’s annual budget process to accomplish desired volume and profit contribution for the total US.
* Recognized for accelerating region profitability through substantial incremental price increases, declined discounting, and prioritization on size/SKU mix while realizing portfolio pricing strategy.
* Cultivated cross-functional relationships with brand team, trade marketing, and national accounts on strategic planning and programming initiatives such as our Milagro and Cointreau partnership that resulted in producing +35% growth.
* Secured excellent growth in national accounts by planning and executing network-wide KPI tracker and establishment of key national/regional chain goals along with consistent quarterly reviews with senior Breakthru leadership.
* Spearheaded change management initiatives by efficiently redeploying six dedicated on-premise managers to off-premise during the COVID pandemic.
* Nominated to coordinate national rollout of luxury agenda and lead route to consumer implementation projects.

Region Manager – Midwest (Oct 2017 – Jan 2019)

Exceptional team management expertise to build and supervise a performance-driven team of 10 professionals with dotted line responsibility of region marketing and finance teams. Provided outstanding leadership in administering region pricing strategy and P&L management, comprising of all discounting and promotional budgets in line with business vision, objectives, and goals. Played integral role in region business planning and development as member of the 5-year planning committee and extended leadership team.

* Authorized to lead Midwest markets of IL, WI, and MN with case sales of +200K while generating annual revenue of over $30MM.
* Performed substantial growth efforts resulting in attaining 100% of NSV, KPIs, and profit goals throughout the three Midwest markets.
* Applied new sales structure in IL to develop stagnant Illinois market and deliver US leading results by collaborating with four new hires, enabling greater distributor accountability, improving planning, proactively tracking, and accelerating progress.

Area Manager - Northwest (Jun 2012 **–** Oct 2017)

Led sales across all channels for the Pacific Northwest open markets of WA & AK utilizing hands-on leadership and area management expertise. Secured distributor commitments aligned with WGS goals and strategic initiatives throughout the Northwest. Offered leadership in directing and monitoring performance of two portfolio market managers, whiskey associate, and local whiskey ambassador while enhancing individual growth.

* Constant top market performer with YoY double-digit growth on core brands, as well as surpassing national growth rates on Monkey Shoulder +79%, Balvenie +30%, Glenfiddich +28%, Tullamore DEW +21%, Hendrick’s +20%, and Sailor Jerry +3%.
* Collaborated with distributor management to structure and enforce all WGS programs in the market, such as volume planning, spending initiatives, and KPI objectives.
* Developed and implemented best-in-class initiatives; Whiskey Windfall, Tullamore DEW Acceleration, Hendrick’s Hero, and Sailor Jerry Beachhead.
* Credited with realization of strong performance on regional chain calls for both on and off-premise, such as Albertson’s/Safeway, Costco, Bob’s Burgers, Kroger, Total Wine, Dukes Chowder House, and Azteca Mexican.

**Remy-Cointreau USA, Seattle Jun 2008 – Jun 2012**

Senior Market Manager – WA, OR

Directly engaged and collaborated with distributors to create, present, and enforce all local marketing and sales programming contributing to realizing desired divisional profit and volume goals. Ensured accurate pricing within brand strategy while monitoring and controlling all price budgets, reviewing, and approving distributor invoices. Partnered with Field Marketing to synchronize all key market and brand ambassador visits.

* Displayed great success with multiple new points of distribution in multi-unit regional chains of Dukes, Applebee’s, QFC, Outback, Fred Meyer, Azteca, Dukes, and Anthony’s restaurants while achieving featured cocktail support in each restaurant.
* Known for persistently meeting and surpassing required organization sales, brand awareness, and objectives through development of new business channels and execution of best marketing efforts.
* Attained new distribution in QFC and Fred Meyers while gaining very first-time ad and planner support for major brands.
* Created new Cointreau cocktail mentions in 27 regional restaurants by rewriting cocktail menu with corporate buyer at Azteca.

***Additional Experience:*** *Regional Manager at Majestic Brands (Feb 2007 –June 2008) | District Manager at Gambrinus Company (Jan 2006 – Feb 2007) | E&J Gallo Sales Representative at Spirit Distributing (Feb 2004 – Jan 2006)*

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|  | **Education & Credentials** |  |
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**Hospitality Business Management, BA, Minor:** **Business Administration |** Washington State University, Pullman, WA

**Honor & Awards:** Passed the Certified Spirits Specialist Exam | Managers Excellence program for Senior Leaders | Growing Leaders graduate | Won Global Stand Fast Award 2018 for commercial execution on Sailor Jerry partnership with Harley Davidson

**Technical Proficiencies:** MS Office (Excel, Word, PowerPoint), Deep understanding of proprietary customer/sales tracking databases, including Diver, Nielsen, Qlikview, BI Tool, and Vistaar