

Jim DeTulleo

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Summary

Executive sales leader with 25+ years in sales leadership, supply chain planning, project management and national accounts. Specialties include brand building and driving profits by building effective annual business plans and implementing sales processes and infrastructure to drive execution. Skilled at strategic and tactical planning, collaborating with cross-functional teams, driving sales execution standards and building trust and focus with diverse distributor networks. Passionate about brands, people and making a difference.

EXPERIENCE & ACCOMPLISHMENTS:

The Boston Beer Company, July 2009- Present

Sr. Director, On-Premise / National Accounts – Chicago, IL (Dec 2020- present)

- Coached and mentored team of 5 direct division chain managers, 21 indirect national account managers.
- Developed annual volume, revenue and resource plan to achieve division P&L goals.
- Created strategic selling approach to national retailers at the HQ and vertical call points.
- Collaborated with Brand and Trade marketing to develop tools for distribution, POS, promotional programs, trade activation and new sku development.
 - Exceeded 2021 plan with +69% volume growth, +21% new distribution growth.
 - Engaged wholesaler network to refocus on COT by segmenting accounts to build quality distribution targets.
 - Beyond Beer focus resulted in +35% distribution gains, launched Truly and Twisted draft, +8k new draft lines.
 - Championed segment vs. brand selling, simplifying process enabling team to ask for and sell more.
 - Restructured team to improve wholesaler alignment and call point frequency.
 - 2021 BBC President's Award Finalist.

Division Sales Director – Chicago, IL (Aug 2012 – Dec 2020)

- Coached and led team of 5 direct and 65 indirect sales managers and field reps over 14 Midwest/mid-south states.
- Managed business unit with \$320 million in revenue and \$9 million in local execution and T&E budgets.
- Developed go to market strategy for pricing, promotion, distribution & volume goals and class of trade tactics.
- Nurtured effective working relationships with 100+ distributor network to build and execute tactical market plans.
- Collaborated with National Accounts to develop and execute retailer programming and drive distributor compliance.
 - Consistently achieved P&L, net revenue, distribution, and volume goals.
 - Created winning team culture via clear standards, consistent feedback and recognition.
 - Successfully launched and built new innovation brands including Angry Orchard and Truly Hard Seltzer.
 - Motivated distributor network via creation of annual "Patriots Award" recognition program.
 - Recognized as BBC Division of the Year 2016 – 2018 based on volume/distribution achievement.
 - Promoted to Sr. Director, On-Premise.

Region Sales Manager- Tampa, FL (July 2009 – Aug 2012)

- Develop a sales team of 9 direct and 8 in-direct coworkers across three SE states (FL, GA, AL)
- Manage revenues of \$38 million and budgets of \$1.2 million for T&E, local marketing and POS.
- Establish local market plans with distributors to include volume, distribution, resources, pricing.
- Work retail to ensure execution standards, monitor quality and establish retail relationships.
 - Consistently achieved net revenue, volume and distribution goals.
 - Negotiated and created sub-distributor network in GA to 4x distribution results in convenience COT.
 - Awarded Rookie of the Year 2009
 - Promoted to Division Director, relocated to IL

The Heineken Company, March 1994 - June 2009

STAR BRAND IMPORTS, Specialty Import Division

Director of National Accounts Tampa FL (September 2006- July 2009)

- Developed and executed national accounts strategy for fledging specialty division, both on & off-premise.
- Planned and executed HQ calls on Kroger, Costco, Target, Total Wine, Olive Garden, Carrabba's
- Collaborated with international brand managers to create brand specific programming.
- Brands include Paulaner, Hacker-Pschorr, Birra Moretti, Murphy's Irish Stout, Kalik
 - *Successfully integrated the specialty portfolio with the mainstream Heineken National Accts team*
 - *New mandates and feature programming, grew portfolio volume by +130%, exceeding plan for 2007 & 2008*

HEINEKEN NETHERLANDS SUPPLY, the supply organization of Heineken NV

Market Supply Manager North America, The Netherlands, (Nov 2002- Sept 2006)

- Liaison between the US & Canadian commercial management teams and Dutch brewery management.
- Point of contact for new product introductions, supply chain, quality and inventory issues.
- Project leader for multiple new product introductions and supply chain projects; consistent interaction and problem solving with operations, finance, marketing, corporate sales, production, purchasing and strategic planning.
- Validated weekly production replenishment plan for 100+ sku's to 9 US Demand Centers, volume of 75MM cases
 - *Successfully integrated planning between production and the U.S. commercial team to optimize processes and improve speed to market on new product introductions.*
 - *Managed multiple supply chain optimization projects resulting in cost savings of \$3MM, reducing inventory and improving product freshness and on-time delivery performance.*
 - *Promoted to Director of National Accounts*

HEINEKEN USA

Division Sales Manager, Atlanta, GA, January 1995- November 2002

- Led and mentored sales team of 12 direct reports over 8 Mid-Atlantic/SE states.
- Managed Division volume of 6MM cases, \$81MM in revenue and \$3MM in sales budgets.
- Developed go to market plans and relationships with 70 + distributor network.
 - *Consistently managed within budget while achieving EBIT and volume goals*
 - *Developed multiple coworkers into people leaders*
 - *Promoted to Market Supply Manager*

VAN MUNCHING & COMPANY, U.S. importer for Heineken NV

District Sales Manager, Philadelphia, PA, March 1994 – December 1994

- Planned and managed multi-distributor programs and execution in a six-county major metro market.
- *Promoted to Division Manager*

ORIGLIO BEVERAGE, INC, independent distributor

Assistant Sales Manager, Philadelphia, PA, March 1987– March 1994

- Worked thru the ranks from route sales to brand management to Sales leadership.

Education & Training:

ALBRIGHT COLLEGE, Reading, PA - B.S. Business Administration

Hogan Leadership Assessment, 2020

Boston Beer Company Training – Strategic Selling, Building Brands, Negotiating Skills; on-going 2009-2019

Cicerone Certified Server, 2013

CM Profit Group, Key Account Management and Presentations Skills, Category Management, 2008

Siebel Institute Professional Beer Styles course, 2007

Heineken International Supply Chain Management Conference (HIDLOC) 2006

Heineken International Management of Excellence Development course (HIMDEC) 2004