

Account Manager/Sales Leader/Relationship Builder

A goal-oriented, results-driven **Beverage Alcohol Professional** respected for **15+ years** increasing revenues through clearly defined strategies that drives revenue. Proven track record driving portfolio penetration by acting as a consultative advisor to high-profile accounts. Motivational leader experienced building and guiding high-performing sales professionals. Exceptional tenure resulting in multiple promotions.

CAREER HIGHLIGHTS

- ◇ 8+ Years of Key Account/Category Management experience
- ◇ 5+ Years of Division Sales Management experience
- ◇ Created and implemented best practices for Key Accounts
- ◇ Served in a Key Leadership roles for multiple company initiatives

PROFESSIONAL EXPERIENCE

Leadership, Major Brands: Kansas City, MO 2010 – Present

Craft Beer Sales Manager: 2020 – Present

- ◇ **Manage +130k cases, +60 Suppliers, +50 Customers**
- ◇ **Gain share by beating KC Beer Nielsen Data by 2bps**
- ◇ **Consistently exceeded all priority goals**
- ◇ **Quickly gained trust with Directors and Suppliers for innovative, actionable insights**
- ◇ **7 direct reports**

Constellation Brands Dedicated Sales Manager: 2018 – 2020

Rebuilt the Sales Division in FY'19, to become the highest performing division in FY'21

- ◇ **Directed the #1 performing team in Missouri with 6 direct reports, finishing +37% in WINCO**
- ◇ **Grew the total portfolio +25% and generated an additional \$1M in WINCO.**
- ◇ **Rebuilt the Dedicated Constellation Team and returned the portfolio to target growth within 1 year**
- ◇ **Navigated changing market conditions with key initiatives to drive revenue**
- ◇ **Analyzed market data and identified opportunities to significantly make a strong brand impression.**

Key Account Manager/Category Manager: 2010 – 2018

"Swiss Army Knife" in the Kansas City office

- ◇ **Utilized analytics to develop appropriate programs and processes to increase business for key accounts and supplier partners**
- ◇ **Created shelf schematics using specific data to drive our suppliers' key initiatives**
- ◇ **Created a category management program by providing the framework, tactics, and logic for merchandising stores, currently in use today**
- ◇ **Created pricing structures to ensure key chains promote our focus brands**
- ◇ **Leveraged consultative sales strengths to identify opportunities, build relationships, drive revenue.**
- ◇ **Proactively managed key accounts and ensured they always had top service**
- ◇ **Collaborated with service departments to create SOPs to increase customer service**

EDUCATION

University of Kansas, Lawrence, Kansas

Bachelor of Science in Economics

TECHNOLOGY & TOOLS

Microsoft Office: Excel Expert, ProDiver, Apollo Space Management, Office D365, Pocket Advantage

AWARDS

Won Education Experiences to: Blenheim, New Zealand | Florence, Italy | Napa Valley, CA | Tequila, MX

SKILLS & EXPERTISE

Portfolio Management
Leadership
People Management
Relationship Building
Excel Expert
Strategic Sales Planning
Account Management
Data/Analytics
Program Execution
Target Forecasting
Trend/Industry Research
Stakeholder Relations
KPIs/Metric Tracking
Trade/Consumer Programming
New Product Launch
Pricing/Promotion/ADs