**Professional Summary**

**Sales Leader** who loves a challenge in developing markets and implementing sales strategies. A passion for managing and cultivating sales-oriented teams to achieve long-term revenue goals, with past proven success. Negotiation specialist with a demonstrated excellence in all facets of territory management, program implementation, account and product development, and training events initiatives. Accomplished business development leader, presenter, and negotiator with acute business acumen and a demonstrated ability to build synergy across sales and business markets.

**Areas of Expertise**

* *Territory Management*
* *Revenue Generation*
* *Multi state market development*
* *Product Development*
* *Promotional Marketing*
* *Employee Training*
* *National Account Management*
* *Client Relations*
* *Distributor Management*

**Select Accomplishments**

* Dramatically increased case sales from 261K to over 350K between 2012 and 2018, representing a powerful 38% growth throughout tenure; contributed to revenue gain from $4.8M to more than $6.8M throughout California, Nevada, Hawaii, Colorado, Arizona and Washington state, a substantial 40% increase.
* Championed a substantive increase in California case sales from 154K in 2012 to more than 235K within five years, effectively stimulating an increase in VOSS Water revenue from $1.72M to more than $5M.
* Developed innovate promotional opportunities with high-visibility accounts such as Walgreens, enhancing buyer interest and stimulating sales of Evian through price point initiatives.
* Built working relationship with National and Regional buyers such as Wolfgang Puck, TAO group, Cohn restaurant group and Pacifica hotel group

**Professional Experience & Accomplishments**

**Surf Water** – USA **2020 (Consultant)  
*Vice President of Sales***

* Assist the owner with establishing market presence of a startup water company based out of San Diego
* Work with the owner to set up a Distributor network for USA
* Assist with training and development of sales team
* Establish business with key account/chains
* Assist the owner in recognizing marketing and event opportunities
* Establish processes for benchmarking weekly, monthly and yearly goals
* Provide market information into package trends, competition, budget needs and areas of focus

**KOPU Water Company** – USA **2019 (Contract)  
*Director of Sales***

* Managed all aspects of a startup company from deliveries, Invoicing, ordering, sales and account management
* Gained distribution with distributors UNFI for the West Coast, and US Foods Nationally.
* Activated new distribution with all six of Jimbo’s Natural Foods Grocer of San Diego
* Responsible for the hiring and development of sales team
* Provide sales forecasting, budget needs and local marketing plans to the owner

**VOSS Water** – West Coast, USA **2012 – 2018  
*Director of Sales West***

* Boosted capabilities and performances of teams serving across California, Nevada, and 10 other states, conducting regular market visits and providing strategic leadership and support.
* Developed comprehensive sales plans, contributing to the development of partnerships with various distributors across the West Coast, including Southern Glazers Wine & Spirits, Odom Distributing, Pepsi Co., and Breakthru Beverage.
* Exceeded expectations of account growth, dramatically increasing case sales from 261K to over 350k cases, representing a powerful 38% growth throughout tenure.
  + Contributed to revenue gain from $4.8M to more than $6.8M, a 40% increase.
* Managed critical developmental aspects of territory growth, managing distribution while overseeing employee training initiatives, account administration, and inventory control in order to unify the expectations and output across states.
* Coordinated with colleagues, such as the Director of Sales, Vice President of Sales, and CEO, establishing key performance indicators (KPIs) for targeted objectives for sales and revenue targets.
* Implemented procedures and strategic roadmaps, prioritizing and improving the sales process while gaining new accounts while generating and achieving attainable goals.
* Performed quarterly reviews within the top five market distributors, benchmarking annual goals and making necessary adjustments based on performance tracked against case sales and revenue.

**Danone Waters of America (Evian)** – Southwest, USA **2008 – 2012  
*Region Sales Manager West***

* Oversaw the regional sales of over 200K cases, driving significant results by delivering services across markets in Southern California, Arizona, Nevada, New Mexico, and Hawaii.
* Achieved defined financial objectives, executing programs and preparing price discounts in association with Smart and Final, Ralphs, Stater Brothers, Walgreens, and other convenience chains.
* Spearheaded a Danone college recruiting program, interviewing and offering summer internships to qualified business majors at USC and UCLA, mentoring a new class of potential employees.
  + Analyzed intern output, calculating appropriate payments and outlining the major benefits with revenue gain from the company’s time investment.
  + Maximized selling opportunities through a robust team of individuals.

Previous Experience: **FIJI Water – Southern California, CA. Director of Sales On-premise.**

**Education Bachelor of Arts (BA), Hotel & Catering Institutional Management**Blackpool & Fylde College, England