

# KEITH J. MIRANDA

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A results-oriented executive with a collaborative management style and experience in leading companies to improve sales, profitability, operational and administrative efficiencies and overall enhanced performance. Experienced and highly successful in leading and supporting sales teams in strategic initiatives. Possess extensive experience in developing and implementing budgets and sales initiatives that maximize revenue, profitability and depletions. Develop and implement creative market, channel and account specific sales programs. Direct and motivate sales and sales management teams, operational workers and management, administrative staff and delivery personnel through creating a cohesive, productive, professional and innovative working environment. Implement corporate objectives, account receivable/payable initiatives and develop market/brand programs in conjunction with supplier priorities and market budgets. Develop facility controls, tracking forms, policies, procedures, processes and training programs in order to maintain a progressive, diverse, inclusive, industry-leading company environment with long-term visions and growth capabilities.

## LEADERSHIP STRENGTHS AND SKILLS

- Strategic Planning
- Objective and KPI Setting and Attainment
- Team Building and Retention
- Budget Development and Management
- Personnel Development
- Continuous Sales and Personnel Improvement
- Market Strategy Development and Implementation
- Market Relationships
- Brand and Supplier Stewardship
- Supplier Partnerships
- Operational Analysis and Efficiencies
- Certified Wine Specialist
- Key Account Programming
- Brand Pricing and Profit Maximization
- Microsoft 365
- Certified Specialist of Wine

## EXPERIENCE

JULY 2004 – JUNE 2022

### PRESIDENT, JOHNSON BROTHERS OF RHODE ISLAND

Managed and directed all aspects of a full-line wine, spirits, malt and non-alcoholic beverage distributor. The facility consisted of 50 employees and generated a record \$33MM in revenue and 512,715 case depletions in 2021.

- Major supplier partners included the E&J Gallo Winery, Prestige Beverage Group, Sazerac Company, Luneau Imports, Distiller Sales and Phillips Distilling.
- Guided the company through a one-year teamsters strike (May 2021 – present) and restructured the sales organization, while producing a record sales year.
- Lead JBRI through the 2020 COVID pandemic as well as overseeing the construction of a new 45,000 square foot facility while driving a 4% increase in volume and 14% increase in net revenue.

- Developed and implemented a significant sales team reorganization creating a dual account structure in over 50% of the retail accounts along with a management realignment to effectively manage newly acquired brands in February 2021.
- Established a 25% wine market share in 2020 through an aggressive and creative brand and sales management approach.
- Implemented a new central routing system utilizing Road Net in February 2021.
- Developed and managed brand pricing, programming, profitability metrics and supplier bill-backs.
- Developed and implemented digital platform initiatives to include proprietary programs, JB Hub, Constant Contact, Jot-Form and E-Blast to promote the company newsletter, facilitate customer ordering along with introducing new company Facebook and Instagram sites enhancing the company's ability to communicate brand messaging to customers.
- Continually analyzed warehouse processes and procedures and driver routing and fleet performance to ensure maximum efficiencies.
- Developed and directed continual sales and personnel enhancement training programs.
- Instituted monthly staff, safety, marketing and operations meetings to enhance company-wide focus, communication and efficiencies.
- Supervised a new facility purchase and build-out and implemented a full-facility transfer from the existing building in December of 2020.

#### **APRIL 2002 – JULY 2004**

##### **EASTERN REGIONAL SALES MANAGER, GOLDEN STATE VINTNERS (NAPA, CA)**

Managed the growth and development of the national and control/private label portfolio within the North East region consisting of 21 states and 27 distributors representing \$3.2MM in annual sales. Responsibilities included developing and implementing regional marketing strategies and budgets, structuring supplier and wholesaler pricing, securing distributor alignment and key/chain account presentations. Key retail partners included Harris-Teeter, Total Wines & More, Ahold, BJ's, Safeway and numerous independent retailers.

#### **AUGUST 2000 – APRIL 2002**

##### **UNIT MANAGER, PEPSI BOTTLING GROUP (WILMINGTON, MA)**

Directed the facility consisting of 145 employees to achieve territory sales and revenue targets through strategic analysis, process improvement and drive for results. Annual sales of \$45MM / 5.8MM cases. Provided leadership to management and front-line employees with varying job responsibilities that included sales, logistics, distribution and customer service with a primary focus on developing, managing and overseeing the facility P&L within all cost centers.

- Awarded top ranking of "Executorial Excellence" with the Market Unit as a direct result of superior field and program execution during 2001.
- Received a "Well Controlled" status in September 2001. This was the highest level of achievement given to facilities that successfully complied with corporate policies, procedure, best practices and guidelines.
- Increased NOPBT +6% and sales +3% in 2001.
- Successfully converted the facility from the conventional sales/delivery system to a pre-sell system in February 2002.

#### **JANUARY 1997 – AUGUST 2002**

##### **ON-PREMISE DIVISION MANAGER, THE E&J GALLO WINERY (MID ATLANTIC)**

Managed the growth and development of the E&J Gallo Winery portfolio in the hotel/restaurant segment as well as the fine wine portfolio in the top retail accounts in the Mid-Atlantic Division (New Jersey, Pennsylvania, Delaware, Maryland, Virginia and Washington, D.C.). The division consisted of 17 distributors representing \$40MM in annual sales revenue.

**JUNE 1995 – JANUARY 1997**

**GENERAL SALES MANAGER, BROUDY-KANTOR COMPANY, INC. (NORFOLK, VA)**

Managed all wine and beer brands and supervised all sales personnel to maximize unit volume and gross profit (1996 annual sales \$15MM) within both the retail and on-premise divisions. Responsibilities consisted of ensuring profitability through effective pricing structures and sales cost management, objective setting and goal achievement, developing and executing brand plans, incentive programs, promotions, supplier representation, key account presentations, sales training and performance evaluations.

**APRIL 1994 – MAY 1995**

**AREA SALES MANAGER, COMMONWEALTH WINE & SPIRITS (MANSFIELD, MA)**

Supervised three district managers, twenty-one sales representatives and two sales merchandisers in directing and marketing the E&J Gallo Winery portfolio in Eastern Massachusetts.

**JUNE 1993 – APRIL 1994**

**FIELD MARKETING MANAGER, THE E&J GALLO WINERY (MA)**

Managed the retail division in Massachusetts (annual sales \$46MM) through directing the Gallo distributors to achieve Winery sales, distribution, shelf, cold box and other merchandising brand objectives.

**OCTOBER 1990 – JUNE 1993**

**DISTRICT MANAGER, COMMONWEALTH WINE & SPIRITS (MANSFIELD, MA)**

Managed six sales representatives (232 retail accounts) in directing distribution and marketing of the E&J Gallo Winery portfolio in Metro-South, Norfolk County and the South Shore areas of Massachusetts.

**MAY 1988 – OCTOBER 1990**

**SALES REPRESENTATIVE, COMMONWEALTH WINE & SPIRITS (MANSFIELD, MA)**

Successfully sold and merchandised the E&J Gallo Winery portfolio in a retail territory consisting of 45 accounts.

## EDUCATION

**MAY 1988**

**BS: MARKETING WITH MIS MINOR, STONEHILL COLLEGE**

## ACTIVITIES

I am the proud husband and father of an incredible wife and two children that are both currently attending college. Playing music (drums), hockey, golf, history and boating are all considered hobbies and areas of interest. After many years of coaching my children in most of their athletic endeavors, I now enjoy watching my son and daughter play NCAA hockey for their respective colleges (Bowdoin and Hamilton).