**Archie Gleason**

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# Qualifying Experience

* High-level leadership experience with all three tiers (Supplier, Distributor and Retailer) of the alcohol distribution system.
* Proven ability to develop strategies from the market to the account level and fully implement project-specific objectives and tactics.
* Illustrated understanding of category management practices, syndicated data analysis and employment.
* Advanced expertise in team-building with a track record of successful group management.
* Demonstrated capability to enlist financial program support from all stakeholders.

# Distinctive Competencies

* A servant leader who is personally invested in building a culture of positive outcomes for team members, company, and customers alike.
* Both a natural storyteller & analytical thinker with a rare gift for distilling complex data into simple digestible bites.
* Consistently recognized for exceeding goals with proven ability to increase share in a saturated market.
* A collaborative relationship builder, driven and self-motivated with experience managing a large territory.
* The consummate professional, universally trusted by customers, suppliers, colleagues, and the community.

# Professional Experience

**Sycamore Brewing LLC, Charlotte, NC 2017-2023**

* Vice President of Sales
  + **Engineered the growth of Sycamore from 1,000 bbls STR in 2017 to 26,000 in 2022.**
    - **Average annual growth of 91.86% over five years.**
  + **In 2022, Sycamore took the top spot in IRI as the #1 independent craft brand family in Carolina’s.**
    - **Grew to the 10th largest craft brand family in the NC/SC/VA/GA market (IRI 10.23.22).**
  + **Successfully managed a team of 14 sales professions that covered eight states as well as national accounts.**
  + Guided company from a small self-distributing brewer to multi-state regional supplier with 22 distro partners.
    - Built self-distribution sales operation from the ground up.
    - Implemented a system of brand priorities and monthly objective with associated at-risk compensation structure for sales team.
    - Brokered the sale of distribution rights with multiple distributor partners.
  + Collaborative partnerships with marketing department.
  + Forecasted brand and sku needs in collaboration with production team.

**Enjoy Beer, Cincinnati, OH (remote) 2015-2017**

* Director of National Accounts
  + Designed and implemented chain execution structure. Examples include:
    - Pre-call planner / Post-call recap / Promotion alert
    - Program execution and result tracking (Sales & ROI)
    - Customer engagement planning process / Call frequency matrix
  + Developed and implemented field sales team plan for secondary regional call points.
  + Managed chain account base delivering performance growth rates that consistently beat both unmanaged chain and total independent business six consecutive quarters.

**Stagnaro Distributing, Cincinnati, OH 2009-2015**

* Director of Sales & Marketing
  + Oversaw Chain Account and Category Managers, and Marketing Manager.
  + Managed sales force of 4 direct reports and 28 secondary reports.
* Director of Trade Development
  + Developed & Managed Craft Import and Cider Division as well as Brand Manager.
  + Managed On Premise Teams for both Ohio and Kentucky.
  + Responsible for regional on & off premise key account call points.
  + Managed relationship with top 20 suppliers.
* Key Account Team Lead
  + Built a team of 2 Chain Account Managers and 4 Category Managers.
  + Implemented “customer first” category approach that increased both chain and independent category captainship.
    - Grew independent category captainships from 5% to 58% in two years.
* Ohio Sales Manager

**Restaurant Management & Development Corporation, Louisville, KY 2006-2008**

* Director of Marketing
  + In newly formed role, I directed the marketing department through two reorganizations.
  + Implemented a number of culture changing programs.
    - Email marketing
    - Promo University
    - Beer Category Management

**Coors Brewing Company, Lexington, KY 2001-2006**

* Key Account Manager 2003-2006
* Kentucky State Manager 2002-2003
* Retail Sales Rep 2001-2002

**Additional Industry Experience**

* Carlson Distributing, Salt Lake City, UT 1999-2001
* Superior Beverage Group, Columbus, OH 1998-1999
* Miller Brewing Company, Columbus, OH 1997-1998

# Education

* Marshall University, Huntington, WV Bachelor of Arts May 1997

# Leadership and Volunteer Experience

* Volunteer Youth Sports Coach
* Governing Elder - Faith Presbyterian Church
* Brewers Association – Mkt Dvlpt Committee
* Past President of THSC Board of Trustees.

# Software Skills

* Wide-ranging experience with IRI, Nielsen, and Spectra.
* Power user of SRS systems – VIP, Encompass, & Karma.
* Extensive knowledge of most major software including Microsoft Windows XP, Microsoft Office (Word, Excel, and PowerPoint), Internet, Email, etc.