

KEN SCHULLER

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PROFESSIONAL EXPERIENCE

VICE PRESIDENT OF SALES, SE & MID-ATLANTIC REGION: February 2011 – to Present A to Z Wineworks

Responsible for managing 14 states generating over \$12M in annual revenue and 100,000 9LE cases. Develop route-to-market strategic plan and growth strategy by channel while managing \$1.6M P&L budget.

- ◆ Responsible for increasing sales from **24,000-cases in 2011 to 100,000-cases** in 2022 in same territory base
- ◆ Led the transition from **Winebow network to RNDC distributor group** in 2017 resulting in 62% increase over 5 years
- ◆ Managed the **Johnson Brothers realignment** in NC & WV as well as the **Breakthru Beverage partnership** in DE in 2018
- ◆ **Increased sales revenue from \$3.5M in 2011 to \$11.5M in 2021** by cultivating key customer relationships and improving wholesaler partnerships
- ◆ Develop pricing calendar by state with margin variance and depletion allowance to achieve maximum profitability targets
- ◆ Secured national sales program with **AAFES and NEXCOM** for 11-states throughout the country **generating incremental revenue of \$122,440** in 2020 and sales increase of 62%
- ◆ Spearhead national programming with **BJ's Wholesale Club** which led to the expansion of A to Z across all units in FL
- ◆ Regional account responsibility for **ABC Fines Wine** building chain into 3rd largest customer in Florida growing 2x state trend
- ◆ **Managed key controlled markets** (MS & MD MoCo) as well as **top franchise states** (GA, VA, AL & TN). Built MS in #1 Index market in the US for A to Z and VA into #2 SE index state. Grew sales in Montgomery County to 42% of states overall business. Doubled volume in Alabama after merger with UJBL from Pinnacle in 2nd year. Tripled sales in GA & TN over 6yrs
- ◆ **3-Year Sales Highlights: Control +68%, POD's +184; RDNC +49%, POD's +1,225; Indy Franchise +59%, POD's +1,170**

DIRECTOR OF SALES, EASTERN REGION: JANUARY 2009 - February 2011 CAMERON HUGHES WINE

Oversee all sales and business development functions; including new product introductions, Off Premise national account management and distributor contract negotiations. Develops strategic sales and distribution plans for Eastern US and create pricing calendar with margin variance. Manages P&L budgets and coordinates distributor network including Republic National, Johnson Brothers, Gallo Wine & Empire Distributors

- ◆ Direct the broad market launch of the 'Lot Series' and 'Flying Winemaker' brands in 2009 **producing 9,500-cases of Lot Series and 14,000-cases of The Flying Winemaker**, generated gross revenue of **\$975,000 and \$1,248,000** respectively
- ◆ Initiate national listings in **Publix, Kroger, Safeway**, Wegmans, Winn Dixie, Farm Fresh Earth Fair, Lowes & Fresh Market
- ◆ Responsible for **distributor consolidation** and developing new **contract agreements for 17 Eastern US wholesalers**

DIRECTOR OF SALES, EASTERN REGION: JUNE 2006 – JANUARY 2009 CECCHETTI-RACKE

Cecchetti-Racke is a leading innovator of both domestic and imported wines with 200 employees worldwide and US revenues exceeding \$27 million. Partnered with World Wine Alliance in 2008. Portfolio consist of Donum Estate, Robert Stemmler, Redtree, Line 39, Golden Kaan, Espiritu de Chile, Espiritu de Argentina and Vitae wines of Italy

Implemented distributor network base and fostered relationships with Southern Wine & Spirits (FL, SC, PA, NY & NH), Republic National (GA and TX) and the Charmer Sunbelt Group (MD and DE). Responsible for hiring and

supervising 11 direct reports and managing 13 brokers including International Duty Free Market

- ◆ **Transformed Golden Kaan into Top 3** South African brand nationally over 18-months; raised expectations and instituted team-member accountability resulting in **80% revenue increase and incremental \$522,000**
- ◆ Expanded distribution of product portfolio **into Bermuda, Barbados and The Bahamas**. Developed marketing plan to support **Carisam cruise lines** leading the way to new sales in the **duty free** division for Golden Kaan and Redtree wines

REGIONAL MANAGER: JAN 2002 – JUNE 2006
THE GAMBRINUS COMPANY – FLORIDA

The Gambrinus Company is the former US importer of the Grupo Modelo Brands now handled by Crown Imports

Managed the largest US Market for Corona Beer in the US. Oversaw \$2.3 million tactical, media and sponsorship budget. Developed and trained a team of 6 managers responsible for unprecedented market growth. Negotiated successful partnerships with Orange Bowl, Ford Championship and Ocean Drive Magazine. Conducted top-to-top meetings with CEO/CFO of Gold Coast Beverage & Thies Distributing management team. Responsible for all local media buys including radio, billboard & print

- ◆ Led sales team in Florida that ranked at the top **in company sales for 3 consecutive years achieving #1** market status for Modelo sales. Highest volume rank and largest revenue generator in the country
- ◆ **Exceeded sales goals** resulting in **1st ever 10,000,000 case benchmark** in Florida market

NATIONAL ACCOUNTS MANAGER: FEB 2000 - JAN 2002
FIELD SALES MANAGER: NOV 1998 – JAN 2000
COORS BREWING COMPANY- MARYLAND & NEW YORK

Successfully grew chain activity through coordination and communication with distributor and field personnel. Selected by Area VP to Field Involvement Team in 99' responsible for presenting to senior management on a quarterly basis designed to create strategies and tactics for field solutions

- ◆ **Promoted** to National Accounts Manager within 18 months assigned to Off Premise grocery chains
- ◆ Awarded "Rookie of the Year" in 1999 by **Peter Coors, Chairman/CEO for outstanding leadership**

DISTRICT MANAGER: FEB 1996 - NOV 1998
SALES REPRESENTATIVE: MAY 1994 - JAN 1996
ERNEST & JULIO GALLO WINERY - MARYLAND & TEXAS

Managed, developed and motivated a sales team of nine to consistently exceed corporate goals. A liaison between the winery and the distributor, responsible for expanding sales and distribution in MD & TX

EDUCATION

Bachelor of Arts Degree (BA), 1994 - Southern Methodist University- Dallas, Texas