

TODD KELLEY

CONTACT

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SKILLS

- Computer Skills:
- Microsoft Office, Power Point, Adobe, VIP, ERNDC
- Business Development
- Distributor Management
- Logistics/Supply chain
- Budgets, Financial Planning, Forecasting, AR/AP, Marketing plans
- National and Regional Chain Management, Presentations
- Pricing and Programming
- Customer Relations
- Menu design food and Beverage
- Hotel, Country Club Management
- Profit and Loss Statements
- Budget Administration
- Strategic Planning
- Consultative Selling Techniques
- Quality Assurance and Control
- Guest Relations
- Inventory Control
- Customer Relationship Develop
- Shipping and Receiving Oversight
- Profitability Assessments
- Budgeting and Expenditures

Exceptional achievements in leading people, building teams, developing strategies, Distributor Management, Chain Management, Business development. Skilled Manager with Regional And National chain experience, worked with all Major Distributors, SGWS, RNDC, Johnson Bros, Fedway, Brescome Barton, Empire NY, Connecticut Distributors, Martignetti, Horizon, MS Walker, Bay State, Central, Pine State, Calmont, Baker, Harley Parker, Burke Distributing, Sheehan Network, Craft Guild. Sales and Marketing Strategy Communication Design Cost Reduction/Organizational Design Incentive Plans / Management Development National Service Plan, Sales and Management Regional and National Chain Management AR/AP, P/L, Financial Planning Market Research and Analysis Business Development Pricing and Budget Development, Marketing plans and Budgets Logistics, Inventory Distributor Management Customer and Vendor relations New Product Launches Performance Improvement/Recognition New Brand Development Brand Management Vendor Management, Supplier Management Strategic Long/Short Term Planning Supply Chain Management National Product / Promotion Launch

WORK HISTORY

January 2020 - Current

East Coast Division Manager *Schenk Wines USA*, Boynton Beach, FL

- Established Start up company for Schenk SA, 4th largest Family Owned European Wine Company
- Double sales every year
- Opened up East Coast with National and Regional Distributors
- Responsible for pricing, Logistics, Inventory control, Compliance
- P/L, Marketing Budget, Forecasts, Strategic planning, Chain Management both Regional and National presentations
- Increases sales to over 1.5 million in 3 years.

- Business Analytics
- Price Schedules

- Proven ability to learn quickly and adapt to new situations
- Gained strong leadership skills by managing projects from start to finish
- Gained extensive knowledge in data entry, analysis and reporting
- Self-motivated, with a strong sense of personal responsibility
- Exercised leadership capabilities by successfully motivating and inspiring others

March 2008 - December 2019

Northeast Regional Manager *Bronco Wine Company*

- Directed sales planning and development, national product launches, Regional sales plans, budget and P/L
- Managed 7 States, 26 Million in Sales, 11 Direct reports
- Managed 48 Distributors
- Increases average case costs, OP business up 10% a year, Off Premise business up 3% a year
- Responsible for pricing, programming, Regional Chain Management, Distributor Management, New Product Launches Nationally and Regionally
- Improved sales performance for 11 Direct reports, provided training, Market analysis, taught Distributor Management and pricing
- Enhanced retailer relationships, distributor relationships, chain relationships
- Sales
- Oversaw daily, weekly and monthly business reporting and leveraged information to optimize forecasting and future business plans
- Drove continued growth across business areas by partnering with first-line management on revised approaches to customer service, sales and operational leadership
- Managed senior-level personnel working in marketing and sales capacities
- Established team priorities, maintained schedules and monitored performance

January 2006 - March 2008

***Atlantic Importing*, Framingham, MA**

- Responsible for 120 accounts throughout central and southern ma
- Increased sales, managed accounts.

January 1994 - January 2008

General Manager *Lewis' Restaurant and Grille*

- Managed budget implementations, employee evaluations, and contract details.
- Implemented operational strategies and effectively built customer and employee loyalty.
- Managed budget implementations, employee reviews, training, schedules, and contract negotiations.
- Maximized efficiency by coaching and mentoring personnel on management principles, industry practices, company procedures, and technology systems.
- Monitored financial performance, set budgets and controlled expenses to provide financial stability and long-term organizational growth.
- Developed and implemented strategies to increase sales and profitability.
- Scheduled employees for shifts, taking into account customer traffic and employee strengths.
- Monitored daily cash discrepancies, inventory shrinkage and drive-off.
- Implemented new drink policies, reducing over-pouring.
- Developed relationships with suppliers and vendors leading to special volume pricing discounts and availability.
- Set and enforced performance and service standards to keep consistent, high-quality environment devoted to customer satisfaction.
- Maintained highest standards for beverage quality and service.
- Limited portion sizes and used garnishes to control food costs.
- Built stronger wine list aligned with trends, improved credibility of restaurant's program and raised profitability per glass.
- Resolved customer complaints involving food or beverage quality and service.

January 1992 - January 1994

General Manager *Walpole Country Club*

- Developed and maintained relationships with customers and suppliers through account development.
- Managed budget implementations, employee evaluations, and contract details.
- Managed budget implementations, employee reviews, training, schedules, and contract negotiations.
- Drove year-over-year business growth while leading operations, strategic vision, and long-range planning.

- Formulated policies and procedures to streamline operations.
- Monitored financial performance, set budgets and controlled expenses to provide financial stability and long-term organizational growth.
- Collaborated with cross-functional teams to develop innovative solutions.
- Reduced budgetary expenditures by effectively negotiating contracts for more advantageous terms.
- Negotiated price and service with customers and vendors to decrease expenses and increase profit.
- Interacted well with customers to build connections and nurture relationships.
- Recruited, hired, and trained initial personnel, working to establish key internal functions and outline scope of positions for new organization.
- Scheduled employees for shifts, taking into account customer traffic and employee strengths.

January 1989 - January 1992

Assistant Beverage Manager *Walt Disney World Dolphin*

- Implemented new drink policies, reducing over-pouring.
- Developed relationships with suppliers and vendors leading to special volume pricing discounts and availability.
- Set and enforced performance and service standards to keep consistent, high-quality environment devoted to customer satisfaction.
- Maintained highest standards for beverage quality and service.
- Limited portion sizes and used garnishes to control food costs.
- Built stronger wine list aligned with trends, improved credibility of restaurant's program and raised profitability per glass.
- Resolved customer complaints involving food or beverage quality and service.
- Selected wine, beer and alcohol products based on customer feedback and local product availability.
- Designed beverage menus.
- Oversaw selection, ordering and inventory controls of wine, beer and alcohol program.
- Managed bar and wait staff and directed hiring program.
- Improved average wine and alcohol spend per guest through curation, service training, and hands-on hospitality.

EDUCATION

May 1987

Bachelor of Science Restaurant Hotel Management
St Leo College, Dade City, Fl