

SUMMARY

Talented, influential sales leader with extensive, successful experience driving growth and achieving goals in fine wine sales in highly competitive, multi-state markets. Aggressively expands distribution, sales, revenue, and market share by launching account and sales initiatives, driving innovative brand strategies, and propelling high-performing distributor partnerships. Conducts and implements business and program planning; sales forecasting; sets pricing; controls budgets, shipping, inventory, and distribution; increases brand presence and position; and consistently exceeds shipping, depletion, and revenue plans.

EXPERIENCE

Miller Family Wine Company (MFWC), Santa Maria, CA

2019 to 2023

West Region Sales Manager

2020 to 2023

- After earning promotion to the *West Region Sales Manager* role, drove programming and sales for Washington State, Oregon, Alaska, California, and Hawaii (2020-present) and Arizona and Idaho (2020-2021).
- Collaborated with the National Sales Team, the director of National Chains, and the Marketing Team to promote a winning culture and portfolio growth. Skillfully integrated the Western Chain Manager into regional business.
- Joined the Sales Leadership Team, administered A&P budget, and managed one direct report.
- Served as a liaison to the entire distributor organization, engaging in business planning and optimizing brand growth via distributor relationship building and training and effective programming and inventory management.

Region Sales Manager, CA & HI

2019 to 2020

- Executed programming and budgeted sales in California and Hawaii for MFWC brands and Bien Nacido Estate wines, rolling out initiatives with key national and general market accounts as the *Region Sales Manager*.

Key Results

- Generated regional net revenue of \$2.3M+ in 2021, including *Butternut* wine brand acquisition in October 2020, representing 76.4% growth YOY.
- Launched five new brands in 2021 - 2022, *Optik, Hand On Heart, Lifted, Scout Wild and Reciprocity*, implementing the sales plan and distribution.
- Widened Points of Distribution (POD's) 19.6% in 2021.
- YTD 2022, increased shipments 11%, net revenue 13%, and depletions 15%, running ahead of 2022 region budget. In SGWS/RNDC network in region – increased shipments 38% and depletions 36%
- From 2020 to 2022, increased shipments 72% (growth of over 16,000 cases), depletions 30% (growth of over 10,000 cases), and NSR 117% (growth of over 1.4 million)
- Spearheaded the company's consolidation into Southern Glazer's Wine and Spirits (SGWS) in the Northwest in 2020. Carried out portfolio setup, pricing, wholesale sales compliance, and the sales program.
- Managed SGWS acquisition of Epic Wines & Spirits in California in 2021, successfully consolidating the company's two California distributors into one in the largest US market.

Zaca Mesa Winery & Vineyards, Los Olivos, CA

2013 to 2019

Wholesale Sales Manager/Regional Sales Manager, West Coast & Southeast

2017 to 2019

- In addition to running California & Hawaii, supported the winery's Southeast Broker & Distributor Network in Florida, Georgia, North Carolina, South Carolina, and Tennessee as the *Wholesale Sales Manager*.
- Developed and led the California Sales Team to boost general market sales throughout the state. Hired and directed the Southern California Area Manager.
- Wrote market and programming plans for winery line extensions.
- Administered and monitored a \$50K A&P budget and ensured wholesale sales execution.

Regional Sales Manager, California & Hawaii

2013 to 2016

- Budgeted sales, executed regional programming, and launched unique brand strategies for national and general market account channels.
- Hosted wine dinners and tastings and trade VIP tastings.
- Collaborated with the General Manager, Marketing Manager, DTC Manager, and Winemaking Team to create and roll out marketing and production initiatives.

Key Results

- Grew case depletions in California by more than 114% (2013-2016), broad market case depletions above 66.7%, and chain market case depletions exceeding 156.4%.
- Raised case depletions in Hawaii 36.1% during 2012 to 2016.
- Increased gross sales in the California and Hawaii territories from \$600K to \$1.8M (2012-2016).
- Received the *Most Helpful Supplier Award* in 2014 and 2015 and *Most Innovative Supplier Award* in 2016 from American Wine & Spirits (now Signature Wine & Spirits), a division of SGWS.
- Co-lead product development for two new wines, and participated in winery label update.

Republic National Distributing Company, Atlanta, CA

Sales Representative, On-Premise Fine Wine

2010 to 2012

- Sold an extensive portfolio of wines for a market-leading distributor in a highly visible core Atlanta territory.
- Turned around a highly competitive sales territory, reversing declining sales trends.
- Consistently met or eclipsed sales quotas, achieving 22% growth in Q4 '11, earning *District Manager* job offer.

Sovereign Brands, LLC, New York, NY

Market Manager/State Manager

2008 to 2010

- Sold Armand de Brignac Champagne, Wolfgang Austrian Wines, and the 3 Vodka product and line extensions as the *Brand Manager* for Georgia. Added market responsibilities in 2010 for Tennessee and Alabama as the *State Manager*.
- Collaborated with the Region Manager to assemble marketing initiatives and administered an \$85K budget.
- Presented the company's exclusive brand portfolio at distributor sales meetings, conducted trade training sessions, and attended distributor trade shows.
- Worked with key accounts to expand business by enhancing floor presence and shelf position and maximizing merchandising and in-store promotions.

Key Results

- Boosted 3 Vodka off-premise placements 10% (2008-2009). Increased Armand de Brignac Champagne and Wolfgang Wines off-premise placements 8.2% (2008-2009) as the *Brand Manager*.
- Launched 3X Vodka Brand in 2010, selling to 362 accounts in less than five months.
- Grew Armand de Brignac Champagne sales 10.4% YOY by May 2010 as the *State Manager*.

Empire Distributors, Atlanta, GA

2007 to 2008; 1998 to 2005

On Premise Liquor, Wine & Beer Sales Representative

2007 to 2008

- Sold a portfolio of wine, spirits, and beer on-premise for a market-leading distributor. Trained staff to promote new products and raise distribution volume.
- Grew business 5%, consistently meeting or beating sales, distribution, and merchandising goals.

Off-Premise Liquor Sales Representative

1998 to 2005

- Sold a spirits portfolio off-premise, excelling in forecasting, distribution, product positioning, and sales.
- Directed sustained territory growth over seven years. Garnered first year sales of \$3M, elevating sales to \$5M.
- Met or outpaced sales incentive and product launch goals, winning the *Team Leader Award* in 2001 and 2004.

Keller Williams Realty, Atlanta, GA

Realtor

2005 to 2007

- Received the *Rising Star Award* from Keller Williams North Atlanta in 2005 for residential real estate sales.
- Sold more than \$4M of real estate in 2006 and 2007, earning the *Career Launch Award* from Keller Williams and gaining entry into the Atlanta Board of Realtors *International Million Dollar Club*.

EDUCATION & CERTIFICATION

- *Education:* Bachelor of Science degree in Criminal Justice, Georgia State University, Atlanta, Georgia.
- *Certification:* Certified Specialist of Wine, Society of Wine Educators; WSET Level 3, Wine & Spirit Education Trust.