Christian LeGuen

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**Professional Experience**

**Republic National Distributing Company May 2010 – January 2019**

*State Portfolio Manager – Spirits (July 2017 – January 2019)*

* Negotiated, built, and tracked Supplier programs to drive business.
* Established incentive budgets that meet the needs of the sales organization while also meeting distributor profit criteria
* Worked with Chain Account Managers to create and succesfully drive volume and distribution programs
* Utilized segmentation and benchmarking research to drive qualitative and quantitative direction to sales management against portfolio KPIs and distribution goals
* Researched, analyzed, and built sales reports for state specific markets in preparation for monthly and/or quarterly review meetings with senior management
* Built and delivered annual business proposals and recaps for senior leadership and supplier review

*Marketing Manager – Spirits and Wine (September 2016 – July 2017)*

* Negotiated pricing and programming with suppliers to ensure company profit objectives are met
* Established professional working relationships with suppliers and sales leadership
* Developed and guided supplier pricing strategies during company pricing restructure
* Analyzed the compromise between profit and volume to maximize total profit dollars

*District Manager (September 2014 – September 2016)*

* Top District Manager award winner – 2015
* Lead team to a growth rate of 14% as Heritage Manager
* Trained and promoted multiple merchandisers and sales representatives
* Navigated changing chain market strategy with growth of 6.32% versus prior year

*Key Account Representative (April 2014- September 2014)*

* Executed programs at a 15% higher rate than state average
* Created sales presentations for representatives to enhance success
* Compiled data and information to improve team performance
* Managed schedule for team to ensure accountability

*Sales Representative (May 2011- April 2014)*

* Increased territory sales by 4% in 2014 versus 2013 in top sales route
* Worked with suppliers to improve customer commitment during sales presentations
* Increased sales in 2013 versus 2012 by 9.4%
* Established and maintained quality relationships with store management and other key account personal to maximize opportunities for RNDC

*Merchandiser (May 2010 – May 2011)*

**The Tribute Golf Course, American Golf**: **April 2008-May 2010**

*Bartender*

**United States Air Force: Mar 2002 – Mar 2008**

*SSgt, Loadmaster*

* 7 Tours of Duty - Veteran of: Operation Iraqi Freedom, Operation Enduring Freedom, and Horn of Africa
* Flew over 150 combat missions

Duties as a Loadmaster:

* In charge of the entire cargo compartment for both safety and expeditious loading of cargo, troops, and air drop equipment and personnel
* Computed loads and cargo distribution needed for safe flight
* Rigged and performed air drop specific duties with precision and excellence
* Performed in-flight and special mission specific duties as required

Duties as a Staff Sergeant:

* Responsible for subordinates and the effective accomplishment of assigned tasks
* Ensured proper execution of mission by assigning the correct staff and resources
* Responsible for scheduling over 40 Airmen to assigned missions and mission essential duties

#### **Education**

#### **University of Texas at Dallas, School of Management Aug 2009- May 2011**

#### B.S. in Business Administration May 2011

#### Completed degree in three years

#### **Collin County Community College Aug 2008- July 2009**

#### Core course work 2008- 2009

#### 3.67

#### Presidents list spring 2008

**United States Air Force June 2007-August 2007**

#### Airman Leadership School

#### Five week program designed to train the future Non Commissioned Officers of the United States Air Force

#### Required to supervise subordinates

#### Trained to develop leadership abilities and effective communication techniques

**References:**

David Slocum, Republic National Distributing Company - Vice President of Spirits (972) 595-6196

Jeff Potter, Republic National Distributing Company - Vice President of Spirits (972) 606-5445

Matt Gallery, Palm Bay International – Vice President of Sales Central United States (210) 416-0868