

# Jon E Pevehouse

NATIONAL SALES EXECUTIVE

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## ENERGIZING NATIONAL SALES AND MARKET PERFORMANCE FROM STARTUPS TO FORTUNE 500 COMPANIES

*Diabolo Beverages | Beam Suntory | 5-Hour Energy | Constellation Brands | Robert Mondavi*

Top KPI Rankings - National Market - Difficult Territories - Cross-Functional Collaboration – Shared Partnerships  
National Sales & Promotion - C-level Relationships - Tactical Sales Leadership - Complex Business Solutions

### LEADERSHIP PROFILE ► PERFORMANCE BENCHMARKS ► VALUE ADDED ► INTANGIBLES

#### BUSINESS INNOVATION & RESULTS-FOCUSED LEADERSHIP

- Wealth of experience in capturing new sales and business opportunities, revitalizing stalled regions, energizing sales reps, and outpacing aggressive sales objectives and KPI's.
- Reputation for devising business solutions that lead companies to breakthrough sales, operational, and market success - captured double digit growth in five consecutive years.

#### RELATIONSHIP BUILDING & CROSS-FUNCTIONAL TEAM

- Has a track record of assembling top teams and reengineering underperforming teams to reach dramatic individual and corporate goals - successfully coached employees into management roles.
- History of achieving exceptional gains and working with marketing through key strategic alliances and partnerships. Secured product placement within Target, Kroger, Safeway/Albertsons, HEB, Food Lion, Raleys, other top retailers.

#### TRANSFORMATIVE SALES, PRODUCT, NETWORK, & BRAND AWARENESS

- Experienced in expanding sales in existing accounts, operations, distribution, account services, developing new business, and increasing footprint. Innovative thinker who develops tools to identify and target new business opportunities.
- In addition to Sales is highly proficient in all areas of Beverage, including Supply Chain, Marketing, Distribution and Distributor Network, Pricing, Forecasting, Strategic Initiatives, Product Profitability, Time and Territory Management, Excellent Customer Service, Negotiation, Consultative Selling, and Project Management.

### PROFESSIONAL EXPERIENCE

**DIABOLO BEVERAGE CO., LLC. | Los Angeles, CA | 10/2011 TO 4/2023**

#### VICE PRESIDENT (4/2012 – 4/2023)

Results oriented and profit driven executive with diversified sales management, team management, business startup, distributor, and broker experience. Expertise includes sales, developing and training a team, marketing, P & L, presentations, meeting objectives and KPI's, brand building, forging strong business relationships, product management, budgeting, forecasting, marketing, merchandising and schematics.

- Managed sales of startup brand with zero major chain stores to over 5,000 major grocery chain stores. Directly made every major sales Headquarter Call for the brand, including Kroger, Safeway Albertsons, Target, HEB, Meijer, Food Lion, Ralphs, Frys, Smart & Final, Weis Markets, Bashas, Raleys and others.
- Recruited and onboarded top talent to tackle the challenges of penetrating competitive channels and set up brands first functional field Retail Execution Program for the Sales Reps.
- Successfully managed cross-merchandising program with major liquor brand, Absolut Vodka.
- Established relationship with Kroger that eventually led to bringing in Diabolo 4-packs in over 1,400 Kroger stores.
- Secured four skus in Food Lion in 1,104 stores resulting in about \$400,000 in yearly sales.
- Improved communication: Formed scan data reports, working with chain buyers to receive scan data without purchasing the data, saving the company thousands per month. Worked with CEO on fine-tuning monthly, and quarterly Scorecard, capturing progress against the designated sales and distribution KPIs.
- Captured eight straight years of same store growth in HEB through creative programming and innovation.

#### REGIONAL SALES MANAGER (10/2011 - 4/2012)

Responsible for Distributor management, Sales Team hiring, training, coaching and management; National chain account sales and maintenance. Participated in developing strategic marketing plans to ensure that profit and sales goals were met or exceeded. Designed activity report creation and sales reporting, for CEO and owner. Managed P and L tracking, worked with CEO on slotting and programming fees, and managed and maintained POS. Established long term industry relationships and was sensitive to customer needs while always focused on 100% customer satisfaction.

- Over 100% increase in number of accounts in first 3 months in position. 80% increase in sales 2019 to 2020.

- Worked in house with distributor Energized/Avanzar to track distribution KPIs and call on Key Accounts. Formed a weekly sales business report, capturing team and account progress while working with the newly onboarded Business Development Team.
- Hired and led a team of twelve sales reps in So Cal and ramped up in a year to over 1,200 weekly buying accounts.

***MOUNTAIN VIEW MARKETING | Lindon, UT | 7/2009 to 9/2011***

**District Sales Manager Southwest States (7/2009 - 9/2011)**

Managed sales team in California, Arizona, New Mexico, Texas, and Hawaii, as well as Key Accounts in these areas. Responsibilities included achieving sales projections, P&L Scoreboards, customer service, new accounts, sales representative training and developing, forecasting, and execution. Held quarterly Best Practice meetings at Key Account headquarters with manager/owners and other VIPs.

- Posted double-digit sales growth, consistently exceeding assigned sales goal targets from 2009 through 2011; Sales Team regularly outperformed YoY same store sales, delivering \$500,000 over budget.
- Trained two reps in first year that went on to become District Managers.
- Achieved highest sales in territory of 5-Hour energy for Living Essentials for 2 years running, exceeding all other territories on a per store basis by over 10%.
- Enhanced visibility for 5-Hour, Double Stacker, and many numerous additional Mountain View Marketing brands within 7-11 FOA, McLane, Coremark, United Oil, Circle K, Quik Trip, Superpumper and other convenience relationships.

***NOTABLE PREVIOUS EXPERIENCE***

**Texas MUD #12 – Georgetown, Texas**

- I was elected on the Williamson County Special Elections ballot to Vice President of the Board in May of 2022.

**FunDAZ – Chief Operating Officer – Scottsdale, AZ**

- Managed operations, programs, and services, including 85 managing partners in 75 major cities in 35 states.
- Supervised and managed performance development plans and provided leadership in areas of goal setting, forecasting, planning, execution, and follow through. Coordinated annual operating budgets for all units.
- Exercised high analytical and creative ability and assisted CEO with the overall business and administration operations including personnel and fiscal management. Worked with both National and local accounts. Work with CEO on discussions of sale with Groupon.
- Helped initiate startup of company from ground floor.

**DPI Specialty Foods - District Manager West - Ontario, CA**

- Multiple winner of District Manager of the Month in consecutive years.
- Managed fourteen Sales reps and Merchandisers in Orange County, CA.

**Target Corporation – Executive Logistics, Aliso Viejo, CA**

- Helped reduce Logistical inventory by 50% during tenure.
- Designed new receiving and backstock strategy for efficiency, helping reduce labor by 20%.

**District Manager – Southern Wine and Spirits (now SWG), Cerritos, CA**

- District Manager of the Year Winner for Southern Wine and Spirits out of 12 District Managers.
- District Manager of the Year for Beam Suntory Brands.
- Successful Brand launch of new Sauza Tequila and Dekuyper Apple Pucker for Beam Suntory.
- Highest District volume winner for Robert Mondavi wines.

**Store Director – Smith's Food & Drug, La Habra, CA**

- First Store Director in five to achieve above Budget in low-volume, difficult neighborhood store. Was then promoted from 15mm P&L store to 22mm P&L store.
- Youngest Store Director in all California stores.

**EDUCATION AND REFERENCES**

Cal State Fullerton, Fullerton CA.  
National Buyer References available upon request