

# TIM BASHAM

*Dedicated to Maximizing Bottom-Line Results and Delivering Product & Services Excellence*

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*Qualifications for:*

## **Mid- / Senior-Level Brand Management**

*Offering 25+ Years' Experience in the Alcohol, Wine & Spirits Industry*

**Highly Accomplished Leader** who excels at analyzing lucrative company needs, identifying new business development opportunities, generating multimillion-dollar sales, defining methods for capturing new customers, and retaining existing clientele. **Ambitious Self-Starter** who creates dynamic brand-building strategies and solutions while delivering excellence in industry-wide services to ensure a strong companywide image across multiple competitive marketplaces. **Influential Change Agent** who continually gains buy-in among teams to promote unified brand objectives, including driving sales training and execution to align with a company's profit-focused mission, vision, and values. **Engaging Communicator** who develops alliances among decision-makers, who always sees the "big picture" with expertise in on-premise and off-premise operations via a three (3)-tier system, and who thrives in rapidly evolving sales scenarios to exceed business expectations.

## **CORE COMPETENCIES**

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MULTIMILLION-DOLLAR SALES | NEW BUSINESS GROWTH & DEVELOPMENT

BRAND BUILDING STRATEGIES | SALES TECHNIQUES | NEW PRODUCT LAUNCH

TEAM BUILDING & LEADERSHIP | SALES TRAINING & EXECUTION | COACHING & MENTORING

ACCOUNT MANAGEMENT | START-UP BUSINESS OPERATIONS | CUSTOMER SERVICE | CLIENT RETENTION

TERRITORY MANAGEMENT | MARKETING | PROMOTIONS | WHOLESALE DISTRIBUTION | VENDOR & SUPPLIER RELATIONS

## **PROFESSIONAL SYNOPSIS**

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PF IMPORTERS

2018 – 2023

### **Founder / CEO**

- Capitalized on the opportunity to lead the start-up and operations of this growth-centric Louisiana-based alcohol distributor, including building the company from the ground up to achieve industry-wide success.
- Managed large-scale wholesale distribution operations with a dedication to providing quality-oriented wine, spirits, and cigars to on- and off-premises accounts. Handled all finance, budgeting, payroll, and tax filings.
  - **Recruited, trained, mentored, and managed top-performing teams.**
  - **Generated \$3+ million in operational revenue within two (2) years.**
  - **Grew client base from 0 to 1,000+ accounts, including nationwide chains.**
  - **Recognized as a national distributor for four (4) award-winning brands nationwide.**
  - **Led team's sales strategy and execution to engage customers and meet revenue targets.**
  - **Conceptualized, developed, and maintained an innovative company website and online content.**

NATIONAL DISTRIBUTING COMPANY

2017 – 2018

### **Sales Representative**

- Excelled as a "go-to" account leader for 220 corporate and independent on-premise customers totaling \$1.6+ million in revenue, including handling all sales and distribution to align with operational objectives.
  - **Met or exceed monthly sales goals, new product placement, and delivery of products.**
  - **Championed new business development, new client acquisition, and onboarding initiatives.**
  - **Led promotional events, back bar placements, key customer surveys, and menu consultations.**

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*Dynamic Leader Dedicated to Maximizing Bottom-Line Results & Delivering Product / Services Excellence*

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## PROFESSIONAL SYNOPSIS

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FEDERAL WINE & LIQUOR

2010 – 2016

### Sales Representative

- Maximized bottom-line performance by expertly servicing and maintaining 100+ on- and off-premise retail accounts. Consistently delivered high levels of product knowledge and customer service to diverse clientele.
- Strategically steered implementation of promotional programs to fully optimize revenue levels in saturated markets. Participated in high-attendance trade shows and sales conferences to network with industry peers.
  - **Achieved double-digit revenue growth for six (6) years totaling 153% revenue increase.**
  - **Noted as a two (2)-time “Platinum Club Winner” surpassing goal placement and revenue.**
  - **Expanded the customer base and increased revenue by leading all business development.**

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ADVANCED HORIZONS

2006 – 2010

### Merchandiser

- Spearheaded profit-generating servicing and development of mutually beneficial relationships among high-quality suppliers, distributors, and retailers. Proactively collected marketing and / or competitive data.
  - **Met and / or exceeded challenging monthly incentive programs.**
  - **Increased product visibility by obtaining prime locations for products / services.**
  - **Improved overall market-specific sales growth by continually partnering with sales force.**

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A&P LIQUORS

1998 – 2010

### Store Manager

- Applied strong leadership talents toward directing all facets of multimillion-dollar retail store operations, including recruiting, training, mentoring, and managing a service-focused team of retail sales associates.
- Cost-effectively ordered, received, and processed \$4+ million in merchandise annually utilizing ABC beverage journal, and optimized data management via accurate profit / loss reports to maximize results.
  - **Boosted store-level sales and profit margins annually.**
  - **Trained, coached, and mentored staff on daily duties and company policies.**
  - **Developed dynamic store-wide seasonal displays and adjusted key products to boost sales.**

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## EDUCATION & PROFESSIONAL DEVELOPMENT

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SUNY FARMINGDALE

### Undergraduate Business Management Studies

*Soft Skills Include:*

Problem Solving  
Communication  
Attention to Detail  
Conflict Resolution  
Team Development  
Interpersonal Relations