

JOSH ARMSTRONG, MBA

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OBJECTIVE

Successful goal-oriented sales professional with nearly 20 years of experience with industry leaders dealing with extensive product portfolios. Proven ability to build strong, mutually beneficial relationships with key customers. Desire to grow and continue to challenge myself in an assignment that offers increased responsibility, advancement opportunities, customer interaction and opportunities to improve.

PROFESSIONAL EXPERIENCE

AJAX TURNER, Nashville, Tennessee

2019- Present

Vice President of Sales – (2022 - Present)

- Responsible for managing a top performing beverage wholesaler comprising of off-premise, on-premise sales reps & merchandisers
- Manage \$210 million in sales for 350 suppliers in beer, wine, spirits, and non alc including Anheuser Busch, Yuengling, Heineken, New Belgium, Geloso, Sparkling Ice, Alani, Prime, Nelson's Greenbrier, Nestle, Liquid Death, Poppi, WX Wines, Novamex, Bang, C4, Arizona, Bardstown, New Riff, & Sazerac
- Responsible for setting and maintaining budgets as well as accomplishing ambitious sales goals & motivating sales teams
- Manage Directors & local account representatives with goal of exceeding revenue targets. Conduct sales calls and in field coaching to develop sales team
- Develop and monitor sales objectives, goals, and financial targets while increasing distribution of key products
- Selected as the Southeast Region Retail Advisory Board member to represent wholesalers in TN, FL, GA, NC, SC, MS, AL

Vice President National Accounts – (2019 - 2022)

- Responsible for managing chain selling team and the beer/wine/liquor/non alc chain business for Kroger, Walmart, Publix, Target, Dollar General, Total Wine, Costco, Sam's Club, Food Lion, 7/11, Speedway, Circle K, Racetrac, Thornton's, Twice Daily, Walgreens, CVS, Whole Foods, Sprouts, Trader Joe's, Go Puff, Fresh Market, Pilot, Love's, & Casey's General
- Responsible for meeting & developing strong partnerships with key buyers and presenting new items or opportunities

ANHEUSER-BUSCH INBEV, Louisville, Kentucky

2013- 2019

Retail Sales Director - Kroger – Large Format (2015 - 2019)

- Responsible for \$295 million in sales for Kroger or 46% of Kroger Corp national Anheuser-Busch InBev sales
- Manage & Motivate 6 Key Account Managers covering Kroger Central, Louisville, Nashville, Delta, Mid Atlantic, Atlanta, Dallas, Houston, Dillon's, Baker's, Gerbes & Harris Teeter
- Analyze IRI and key category measures to gain market share and improve wholesaler execution
- Responsible for Kroger in AL, AR, DC, GA, IL, IN, KS, KY, LA, MS, MO, NE, NC, OH, SC, TN, TX, VA, MD, WV
- Manage a 650K budget to create programming, point of sale, sampling and delivering ROI targets
- Collaborate with wholesalers to secure feature/display activity within each division to deliver account share goals
- Design strategic plans to deliver market share and volume KPI's

Sr. Key Account Manager – Kroger - National Retail Sales Division (2013 - 2015)

- Responsible for \$75 million in sales covering Kroger stores in AL, KY, TN, IL, IN, OH, NC, VA, WV
- Manage retail sales within Kroger Louisville, Nashville, and Mid Atlantic sales Divisions
- Penetrate at the division level with Kroger DM's, Coordinators, and grocery managers to build relationships
- Meet and exceed ambitious sales goals by thinking outside the box and developing growth strategies
- Facilitate ad recommendations, pricing contracts and manage the relationship between our wholesalers and Kroger
- Develop sales programming with strategic cross-merchandising to increase retailer profitability & wholesaler sales

SOUTHERN WINE AND SPIRITS, Indianapolis, Indiana

2011- 2013

Key Account Executive - Chains

- Responsible for \$11 million in sales covering Meijer, Marsh, Martin's Supermarkets, Whole Foods, Fresh Market, and Strack and Van Til Supermarkets
- Manage Diageo, Diageo Chateau and Estates, Moet Hennessy USA, and Majestic Fine Wine brands
- Create and develop monthly pricing and contracts for grocery chains
- Build relationships with corporate buyers and store managers to deliver measurable results
- Conduct monthly business review meetings with buyers to develop brand programming and ad suggestions
- Present new items for implementation into new planograms
- Analyze Nielsen, IRI, and store specific data to develop account level planning
- 1 of 12-person *Vision Action Team* responsible for improving our company's performance & idea generation

DEVER DISTRIBUTING, Terre Haute, Indiana

2004 - 2011

Multiple Sales Management Roles

- Supervise, organize, and motivate 17 members of the sales department including managers and reps in 10 counties
- Design and lead monthly sales initiatives for several brewers and soda suppliers
- Design and implement programs for new brand and SKU introductions
- Responsible for import and non-alcoholic product sales goals, inventories, and replenishment
- Plan, organize and execute sales meetings along with supplier presentations
- Hand-sell high end micro and specialty products to key accounts
- Implemented the new *Mobility Seamless Selling System* in its initial phase
- Created and managed an internship program involving Ivy Tech & Indiana State University students
- Implemented training and development plan to achieve highest level of proficiency in company history

EDUCATION

INDIANA STATE UNIVERSITY

Scott College of Business, Terre Haute, IN

MBA - Master of Business Administration, July 2012

INDIANA UNIVERSITY

Kelley School of Business, Bloomington, IN

B.S. Business Marketing/Distribution Management, May 2004

CICERONE CERTIFIED December 2016

COMMUNITY INVOLVEMENT

- Ronald McDonald House, Salvation Army, Franklin Christian Church, and Coach for several local youth sports teams