

Tim Campbell

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Key Skills: P&L and Budget Management, Account Management, Relationship Building, Fine Wine Education, Networking, Event Planning, MicroStrategy, Negotiation Skills, Cost Controls, Team Building, Strategy Development and Implementation, Leadership, Public Speaking, Change Management, Customer Service

Core Competencies: Microsoft Suite, Nielsen, MicroStrategy, yDrinks, SAP, Canva, Procreate

Professional Experience

Cason Lee Spirits

Director of Sales and Operations –Rose Gold Rosé, 2019 to Present

- Lead all operations for Cotes de Provence Rosé brand including import, transportation, storage, order processing, new market set up and development, AP, and AR.
- Create all business plans for distributor network to maximize opportunities to meet and exceed goals.
- Manage business development meetings and business reviews for 42 State distributor network.
- Grew Sales Revenue by 200% over 4 years.

Director of Sales and Operations – Osadía Tequila, 2019 – 2023

- Owned all day-to-day activities for luxury Tequila brand with \$1M annual Revenue, including building business plan, implementing sales and operation strategies, creating brand story to support sales, hiring managing, and developing talent, generating distributor goals, and managing their execution.
- Responsible for production, import and storage schedules to minimize expenses and maintain inventory.
- Initiated and Oversaw relationships with strategic partners both inside and outside the distributor partnership network including Regional and National Chain Accounts in both on and off premise sales channels.

Republic National Distributing Company

Fine Wine Portfolio Manager, 2017-2019

- Owned forecasting, order building and inventory value control of over 3,200 SKUs from 95 Supplier Partners, including import suppliers, Vineyard Brands, Kobrand and Vintus for Texas market.
- Reduced Inventory Value by 10% while reducing out of stock issues.

Statewide Marketing and Finance Manger Manager, 2012 - 2017

- Managed gross profit, inventory value, pricing, programming, and all aspects of follow up on accounts receivable for 30-40 supplier partners, with annual sales revenue of portfolio exceeded \$140 million.
- Positive Gross Profit margin in 15 of 18 quarters.

On Premise District Manager, Platinum Fine Wine, 2011- 2012

- Planned and oversaw execution of sales, promotional activities and strategies that effectively developed individual goals for market share growth for six-person team.
- Grew territory market share over 4% to 56.8% of market in top 175 accounts.

Retail District Manager, Platinum Fine Wine, 2009 - 2011

- Implemented strategies to effectively counter competitive trends by establishing goals for team that grew sales by 16.6 % to over \$10.4 million while increasing average case cost by \$10/cs.

Fine Wine Sales Representative, 2006 - 2009

- Worked both Retail and On-Premise Fine Wine Sales on multiple teams with leading sales and growth.

Professional Certifications

American Sommelier Association - Viticulture/Vinification Course

Court of Master Sommeliers - Master Sommelier Introductory Sommelier Course

Wine and Spirits Education Trust

- Level 2 Intermediate Certificate in Wines and Spirits
- Level 3 Advanced Certificate in Wine and Spirits