



Kathleen Berki

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PROFESSIONAL SUMMARY

Driven Regional Sales Manager with 11-year track record of success in increasing revenue, improving operations efficiency and building high-performance team. Results-oriented problem solver and skilled leader. Self-directed and motivational style.

ACCOMPLISHMENTS

Named "Regional Manager of the Year" in 2021
Best in Class Distributor Training and Education
Delivered double digit growth in key accounts, surpassing Previous year's benchmarks.

SKILLS



WORK HISTORY

GREAT LAKES REGIONAL SALES MANAGER *08/2018 to 04/2024*

Hess Persson Estates | Remote

Managed the planning and execution against the Annual Operating Plan in Points and Cases with key distributor contacts, Establish clear goals with the distributor for the achievement of our quarterly "Milestone" programs each year. Goals set at the distributor team level,

- Tracked progress to goal of each distributor team, with feedback that progresses to team leaders in a timely fashion
- Monitor and control distributor inventory, inclusive of adjustments and forecasting against upcoming programming
- Train and develop distributor account executives and sales
- Conduct sales meetings, driving distributor engagement and training.
- Lead best in class sales blitzes, surveys, winemaker visits, and other sales promotional activities within region
- Conduct quarterly business reviews and tactical planning
- Manage and maintain marketing budgets and travel expenses within guidelines
- Manage regional sales budgets, including maintaining of pricing integrity and evaluation of programming execution
- Data and sales analysis to include: IRI, Nielsen, VIP iDig and Diver
- Expanded market share within region by identifying growth opportunities and collaborating with cross-functional teams.

ACCOUNT MANAGER, OH-ON PREMISE

11/2014 to 08/2018

Sazerac | Ohio

- Increased brand awareness through grass roots marketing, nurturing and growing relationships with customers through on premise promotions.
- Achieved sales goals and KPI's by cultivating and securing new customer relationships.
- Resolved problems with high-profile customers to maintain relationships and increase return customer base.
- Collaborated with State Manager to implement continuous improvements and exceed team goals.
- Improved account management by predicting potential competitive threats and outlining proactive solutions.
- Managed a diverse portfolio of accounts, ensuring timely communication and effective problem resolution.

E-COMMERCE PROMOTIONS MANAGER

04/2013 to 11/2014

Trademark Global | Lorain, OH

- Developed e-commerce advertising tactics and implemented new solutions for increased brand awareness.
- Managed day-to-day functions of planning calendar for each season, promotions and various e-commerce campaigns.
- Worked closely with category manager teams to create and maintain marketing materials for sales presentations and client meetings.
- Develop and maintain key partner relationships and identify and implement growth strategies
- Accounts: Wal-Mart, Amazon, MYHABIT and Staples

TRADE MARKETING MANAGER

09/2011 to 11/2013

Constellation Brands | Cleveland, OH

- Execution of trade programs at both the zone and channel level
- Worked closely with field sales, distributors, marketing and finance to develop trade programs and promotional calendars
- Managed Multiple Budgets totaling more than \$4 million: Coupons, POS and Regional Funding
- Analyzed and reviewed customer-level volume and spend to make fact based, actionable decisions regarding promotional offers and frequency by customer account
- Designed sales incentives, blitzes, sweepstakes, dealer loaders, digital marketing, coupons and point of sale purchases.
- Tracked competitive activity/category issues/retail environment

SALES AND MARKETING MANAGER

08/2008 to 09/2011

WKW Associates | Remote

- Identified the key markets to focus manpower and programs.
- Managed large- and small-scale events- tradeshow coordination and networking sales opportunities
- Developed marketing collateral, web and print advertisements, and other attendee promotional pieces, including copywriting and working with graphic design team and show team.
- Extensive market research
- Cultivated and maintained strategic alliances with key partners and vendors.

EDUCATION



High School Diploma

St. Augustine Academy, Lakewood, OH

1997