

Qualifications Summary

A dynamic and visionary business leader with over 15 years of comprehensive experience in the beverage alcohol sector, specializing in strategic management, sales leadership, and business development.

Known for directing high-performing teams and crafting transformative business development strategies to substantially increase revenue and market share. Expert in managing large-scale operations and mergers that consistently enhanced organizational efficiency and profitability through innovative sales tactics and cost-saving measures. Adept at fostering a culture of integrity and high engagement, resulting in top-tier employee satisfaction and unprecedented financial outcomes.

Areas of Expertise

- Competitive Analysis & Market Intelligence
- Budget Management & Cost Optimization
- Market Share Expansion
- Sales Policy & Practice Implementation
- Stakeholder Relationship Management
- Change Management
- Business Development Strategy
- Performance & Productivity Improvement
- Strategic Leadership
- Sales Execution & Team Management
- Industry Networking & Event Participation
- Revenue Growth Management

Career Experience

Johnson Brothers (2018 – Present)

Oversee the entire operations of the company's local business unit, setting strategic goals and ensuring the team's productivity and motivation. Manage the organization's budget and optimize expenses while ensuring that all operations align with company policies and safety regulations. Lead the commercial organization, including the management of sales, national accounts, sales strategies, and category development. Focus on driving the company's growth by enhancing sales team effectiveness and developing innovative market strategies.

General Manager - Indiana (2019 – Present)

- Spearheaded the transformation of a performance-focused organization, leading over 400 employees to increase annual EBITDA from \$255K in 2019 to \$9.8MM in 2022, reflecting a substantial growth in revenue from \$75M to \$250M—a 230% increase over three years.
- Established and nurtured a high-performance culture characterized by integrity and accountability, achieving the highest employee engagement scores in 2022 across a 15-state network.
- Implemented strategic cost-saving and revenue-enhancement initiatives that significantly increased sales contribution by 161%, demonstrating effective leadership in optimizing financial performance.

Sales Director – Indiana (2018 – 2019)

- Orchestrated the successful merger of three sales organizations from competing companies, launching a unified statewide distributor that streamlined operations and enhanced market presence.
- Designed and implemented a new commercial route-to-market strategy, which changed compensation structure, goal-setting strategy, directly contributing to a 2% increase in market share within the first 12 months post-merger.

GALLO (2006 – 2018)

Oversee regional retail and on-sale operations, ensuring alignment with the company's strategic goals and market performance expectations. Manage on-sale strategies and activities within a specific area, aiming to boost brand engagement and sales performance in hospitality venues. Direct state-level retail operations, implementing strategies to enhance market share and meet sales targets.

Regional Director - MEGA West (AK, HI, ID, IA, KS, MT, NE, NM, ND, SD, WY) (2017 – 2018)

- Developed and executed a comprehensive growth strategy for high-priority categories across 11 markets and 22 distributors, resulting in the region becoming the top performer nationally, with a 12% increase compared to the national average of 7%.
- Achieved a 13% rise in ultra-premium dollar sales, surpassing the US average of 10%.

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Vanessa Rigler

Regional Director – Central (Indiana, Michigan, Ohio) (2015 – 2017)

- Orchestrated dynamic growth in a previously stagnant market, escalating sales volume to 6.75 million cases and generating revenues of \$400 million through a focused 6% compound annual growth rate.
- Enhanced financial outcomes by innovating a new pricing strategy, significantly boosting the contribution margin by 4.8%, vastly surpassing the national average increase of 0.9%.

Retail Director - Northeast South (Maryland, New Jersey, Pennsylvania) (2013 – 2015)

- Achieved the distinction of leading the #1 region in revenue growth for two consecutive years, with increases of 12% in 2013 and 11% in 2014, driven primarily by a 22% surge in our Premium and Spirit Portfolios.
- Fostered a high-performance culture focused on personal and professional development, resulting in the promotion of all three State Managers under my leadership.

On-Premise Area Manager - Northeast South (Maryland, New Jersey, Pennsylvania) (2012 – 2013)

- Communicated and enforced strategic goals, securing top performance in revenue growth at an 11% increase, notably through optimizing product mix in key accounts which led to a 5% volume boost.
- Cultivated and deepened relationships with major clients, successfully spearheading initiatives that increased market penetration in the top 25 chain accounts, yielding a 26% surge in sales across prestigious venues including hotels, arenas, casinos, and country clubs.

Retail State Manager - Pennsylvania (2010 – 2012)

- Led the state to achieve the highest revenue growth in 2011 and 2012, with an impressive 16% increase in business and a 5.7% expansion in wine market share, propelled by a 36% rise in premium business and a 10% increase in spirits sales.
- Innovated and implemented groundbreaking, fully integrated premium portfolio wine programs for the PLCB, which introduced four additional initiatives and resulted in a 36% increase in premium revenue growth.

Direct To Consumer - Boston, Metro New York (2008 – 2010)

- Implemented and tested a new go-to-market strategy by developing and introducing test brands within Independent Fine Accounts, focusing on niche market penetration and brand positioning.

Career Note

Area Manager | Beverage Distributors (Breakthru Beverage), Denver, CO

Trade Development Manager; District Manager; Sales Representative | GALLO (DBA Mountain Wine Distributing), Denver, CO

Education

Bachelor of Science in Marketing & International Business | University of Colorado, Boulder, CO

Independent Studies | University of Moscow, Russia; Malpi College, Nepal; University of Beijing, China

Licenses & Certifications

Certified Specialist of Spirits (CSS)

Certified Specialist of Wine (CSW)