**Patrick J O'Reilly**

17715 Curry Branch Rd

Louisville, KY 40245

M: 612-991-1267

[patrickjoreilly09@gmail.com](mailto:patrickjoreilly09@gmail.com)

**Summary**

Dynamic Sales and Marketing Executive with over 25 years of proven expertise in the beverage industry, specializing in distributor management, strategic market growth, and financial acumen. Demonstrated success in driving multi-state sales operations, expanding market territories, and leading high-performance teams to achieve multimillion-dollar revenue growth. Expert in spearheading the introduction of groundbreaking products and refining pricing models to significantly enhance profit margins.

**PROFESSIONAL EXPERIENCE**

**Southern Champion/ BuzzBallz LLC—**Louisville, KY **January 2020 to current**

**Director of Sales Northeast Region**

* Spearheaded distributor management, sales, marketing, and budget oversight for the Northeast Region (Kentucky, Ohio, Michigan, Virginia, & Pennsylvania), driving seamless operations and achieving a substantial revenue increase from $4.8 million to $25.2 million in states under direct supervision.
* Hired as Midwest Region Manager, overseeing operations in Ohio, Kentucky, Michigan, Illinois, Indiana, Missouri, Minnesota, and Wisconsin. Successfully expanded into South Carolina, North Carolina, Tennessee, Massachusetts, and New Jersey.
* Utilized advanced Excel functions to analyze sales data, and opened additional states, including Virginia, Pennsylvania, Maryland, Washington D.C., Delaware, and New York.
* Recruited, onboarded, and managed 2 regional managers to oversee the Southeast region (North Carolina, South Carolina, Tennessee, and West Virginia) and the Central Region (Minnesota, Illinois, Wisconsin, Missouri, and Indiana), now generating nearly $49 million in revenue, an increase from the initial $7.9 million.
* Successfully launched new products, including Uptown Cocktails and Sip Sip Hooray (a private label for 7-11).
* Selected to research and launch a Malt Based product with Anheuser- Busch network of distributors in Pennsylvania, resulting in nearly $4 million in incremental revenue in the 1st 11 months of distribution.

**Marie Brizard Wine & Spirits—**Chicago, IL **February 2011 to December 2019**

**Vice President- Central Division**

* Oversaw sales, marketing, and budget for Sobieski Vodka, Cedar Ridge Bourbon, Gautier Cognac, Blue Nectar Tequila, and Marie Brizard Cordials across a twelve-state division (IL, MN, WI, IN, KY, MO, TX, LA, TN, ND, SD, AR), achieving over 20% growth to reach 160k+ cases division-wide and establishing the division as the company’s second-largest in terms of shipments, depletions, and profit.
* Led three direct reports with multi-state responsibility and a multimillion-dollar budget.
* Point of contact for the entire distributor network for division including *Southern-Glazers Wine and Spirits, Johnson Brothers, Standard Beverage, Lipman Brothers,* and *Badger Liquor.*
* Initiated successful global launch of Kerrygold Irish Cream in Illinois.
* Leveraged Excel knowledge to analyze sales data, and developed a nationwide pricing and profitability strategy, resulting in enhanced financial efficiencies.

**Altamar Brands—Chicago, IL January 2009 to July 2010**

**Regional Sales Director – Midwest**

* *Recruited by prior superior from The Absolut Spirit Company once company sold*
* Led sales, marketing, and budget responsibilities for an 8-state region (MN, WI, IL, KY, GA, TN, MI, IN).
* Point of contact for *Wirtz Beverage* distributor network resulting in more share of mind with the personnel & greater brand awareness.
* Grew distribution & depletions of brands through analytical adjustments in pricing and programming resulting in double digit increase in shipments within the first 90 days.
* Pioneered an Ambassador program implemented in Chicago, overseeing the education and management of ambassadors to effectively communicate the features and benefits of the portfolio.
* Led and executed *Loft Space*. An event program designed to expose the brands to consumers in a unique, focused atmosphere. Successfully hired and managed individual to oversee space, budgets, & events.
* Implemented a budget tracking process that was embraced by the wholesale partners resulting in greater transparency & fostering a culture of open communication.
* Earned additional responsibility of TN, MO, IN, IA, & GA in H2 of 2009.

**The Absolut Spirits Company —**Minneapolis, MN **August 2007 to December 2008**

**Regional Sales & Marketing Manager – North Central Region**

* *Recruited by prior superior from Brown-Forman Inc.*
* Directed the sales, marketing, and budget management of a $3.2M budget across a 5-state region (MN, WI, NE, ND, & SD), while also orchestrating strategic coordination and communication between The Absolut Spirits Company and Future Brands
* Directed the case sales growth to over 210k 9-liter cases, an increase of nearly 6% by managing the *Future* *Brands* sales force consisting of 1 Divisional VP, 4 State Managers, and 12 Salespeople.
* Monitored adherence of brands guidelines and strategic directions through KPI’s to insure the vision that *Absolut* maintains and enhances category leadership position.
* Developed, produced, implemented, and evaluated local market initiatives, while protecting brand image/equity resulting in 5% additional dollars allocated to the market.
* Monitored, maintained, & effectively managed all *Absolut Spirits Company* budgets within the North Central Region.
* Created and built a model for a distributor sales blitz that was implemented by *Future Brands* sales force.
* Achieved the “*Absolut Perfection”* award for achieving *Absolut* qualitative & quantitative sales and distribution goals.
* *Pernod Ricard* purchased *The Absolut Spirits Company* in Dec 2008 and transferred all sales management responsibilities to their existing sales organization.

**Brown-Forman Inc.—**Chicago, IL  **October 2002 to August 2007**

**Area Manager- Illinois**

* Spearheaded sales, marketing, and budget management for a $4.2 million budget across four Illinois market segments—Downstate, Hispanic, AACM, and independent retailers—while overseeing one direct report and more than 50 indirect reports, and managing key distributor partners such as Romano Brothers/ Southern Wine and Spirits and Union Beverage / Wirtz.*.*
* Managed profit growth to over $21M, an increase of 16%.
* Awarded *National Brand Team Player* *of the Year* for *Southern Comfort* in Fiscal Year 2007.
* Awarded *National Brand Team Player* *of the Year* for *Jack Daniels* in Fiscal Years 2005 & 2006.

**Off-Premise District Manager-** Chicago, IL

* Awarded *Sales Professional of the Year* for *Don Eduardo Tequila* in Fiscal Year 2004.
* Created, designed, and implemented sales and marketing program that became a regular part of national programming. The program resulted in 5 of 11 quotas achieved 6 months early; nearly 14,000 incremental cases shipped and exceeded all 17 brand goals for the year. Tasked to create and implement similar program for the wine portfolio.
* Nominated for national recognition for the *Heritage Brands Selling Blitz* resulting in over 500 points of distributions and store improvements, this program was implemented for the entire Midwest team.

**Bacardi USA –** Chicago, IL **August 1999 to October 2002**

**Chain Sales Manager- Illinois**

* Managed off-premise national chain accounts for Romano Brothers/Southern Wine and Spirits in Illinois, generating $26M in sales while achieving a 10%-15% monthly growth compared to the previous year.
* Successfully enhanced brand visibility by securing end-cap exposure from zero to four months per year in *Jewel-Osco* chain.
* Earned expanded role overseeing Mueller Distributing, handling comprehensive business management for the downstate distributor.
* Increased *Mueller Distributing* to the most profitable distributor in the 13-state region.
* Earned additional responsibility of overseeing the independent market in September ‘02.

**On-Premise District Manager-** Minneapolis, MN

* Responsible for all on-premise accounts within the state of Minnesota as well as directing and guiding the local distributor’s on-premise division.
* Managed key product (*Bacardi Limon*) to *#1 in the nation* for on-premise exposure and sales.

**Johnson Brothers Liquor Company October 1995 to July 1999**

**On-Premise Area Manager / Fine Wine Manager *(April 1998 to July 1999)***

Completed all *E&J Gallo Management training programs*

**Johnson Brothers Liquor Company - St. Paul, MN *(October 1995 to April 1998)***

**EDUCATION:**

**B.A. Speech Communication**

**St. Cloud State University**

Emphasis in Business Computer information Systems.

**Volunteer Experience**



**University of Louisville Rugby**

2018-Present

Assistant Coach and Manager