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**Brad A. DuLong**

Successfully created, presented, implemented programs that generated significant gains in distribution, sales, profits and market share within the consumer product goods industry. Lead strategic development of many different Wal-Mart programs nationally which included Modular inclusion, Roll Back Programs, Cart Well Displays, Front Registers Display and numerous of other display programs. Proven track record as individual top performer and strong team leader who exceed targets.

# Demonstrate analytical and problem solving skills in identifying gaps and providing solutions to leverage market analysis. Excel at communicating and influencing vertically and horizontally in matrix organization.

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| * Sales Negotiations
* Market Analysis
* Strategic Planning & Penetration
* Strategic Alliances
* Account Management
 | * Mentoring & Leadership
* Sales Training Programs
* Budgeting & P&L Controls
* Event Planning
* Change Management
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# PROFESSIONAL EXPERIENCE

2016 – 2018 Original New York Seltzer

# Director of Business Development for the Southeast Dallas/Fort Worth, Texas

Relaunched the brand after a 25 year absence from the market. Manage 13 states, DSD Distributors, National Accounts, Food Service Accounts, Candy Distributors, eCommerce and other business. Reports directly to ownership of the company while creating and implementing sales and marketing strategies for each market, distributor and retailer. Became the master distributor for Cock’n Bull Ginger Beer in June of 2018, increase sales 30% within six months.

* **Wal-Mart approval for Original New York Seltzer in all stores within the lower 48 states.**
* Gained and built retail chain activity within H.E.B., Safeway Southern, Arlan’s, Fry’s Electronics and more
* Attends and presents at many trade shows, offering trade show only deal to create and grow new business
* Sold to eCommerce channel including Amazon, JET.com, Wal-Mart.com and 3rd party eCommerce resellers
* Oversee broker network for Harris Teeter, Kroger, Wal-Mart, Safeway and other chain accounts
* **Created and implemented “Funding Calculator” on Excel to ensure programs were profitable**
* Manage two direct employee’s with goals, assignments and sales performance in each market

2015 – 2016 McKenzie’s Hard Cider

(Sold to Saranac Beverage Company)

# Regional Sales Manager / On Premise and Off Premise Chain Manager Dallas/Fort Worth, Texas

Launched the brand in Texas, Mississippi, Alabama and re-launched the brand in Oklahoma within the last 18 months. Reports to a board of directs that manage the brand, set up yearly sales and distribution plan with them and work with on premise and off premise chains regionally and nationally.

* **Built DSD distribution network within assigned territory to 25,000 annual cases per year**
* Gained chain business within Target, Sam’s Club, Whole Foods, Goody Goody Liquor and more
* Created on premise program with Buffalo Wild Wings to include drink menu program in menu’s for AL and MS and Texas will soon follow
* Worked with Sazerac to create on premise and off premise programs tie-ing in FireFly Vodka and McKenzie’s Cider, Gas program, drink menu program for increase bar tab sales
* **Met with distributor chain managers on a regular basis to gain local and national placements and promotions**
* Implemented demo programs with HEB, Goody Goody and other retail chains that resulted into incremental sales

2014 – 2015 Global Functional Drinks (E-ON Energy, Tornado Energy and Freshbe)

# National Account Manager Dallas/Fort Worth, Texas

(Ceased Operations within the U.S.)

Cold calling distributors and retailers directly to set a meeting for presenting the brands, marketing strategy, distribution plan and sales plan to ensure GFD gains a pull from the retailers shelves. Had two regional manager and two trade development manager direct reports.

* **Built DSD distribution network for California and Texas**
* Set up McLane and CoreMark as our wholesalers
* Gained retail authorizations within 7-Eleven, CEFCO, My Goods Markets, Lucky’s and other chains
* Trained distributor employee’s and management about the brands and their benefits
* **Managed Advantage Sales and Marketing Broker Network through regular meetings, retailer chain goals, tracked meetings, ensured broker reps followed up and assisted with the chain meetings**
* Created, designed and executed promotional programs for retail chains
* Designed marketing program to include samplings at store level, samplings at events, point of sale being place within retail outlets, display racks being used, couponing and radio program

2012 – 2014 United Brands Company Inc (JOOSE Flavored Malt Beverage and Stack High Gravity Lager)

# National Accounts Manager Dallas/Fort Worth, Texas

(Unable to meet payroll, expense reimbursements and other payments on time)

Reported directly to the CEO preparing programs for national convenience store, grocery stores, mass merchandiser and drug chains, these programs include new item introductions, promotional support, social media support, display racks and other creative programing. One Regional Chain Account Manager reporting directly to myself.

* **Increased sales by 55% and distribution by 45% within 7-Eleven In one year**
* Wal-Mart became United Brands Company Inc. top retail account in less than 90 days
* Secured New Grocery authorizations within Harris Teeter, HEB, Meijer and WinCo
* Implemented national promotional program with distributors that ensures chain conduct promotions
* **Created social media programs were used to gain displays and increase sales with Circle K and other chains**
* Managed Regional Chain Account Manager that works with smaller accounts, set goals, tracked progress, completed performance reviews, worked together to set strategy and increase sales

2011 – 2012 Vital Pharmaceutical Xtreme (Redline, 7 Hour Energy, Meltdown Protein Rush, Shotgun and Friction)

# National Accounts Manager Dallas/Fort Worth, Texas

(Company is for sale and financially challenged)

Built and executed an infrastructure to sell Redline Energy, Power Rush Energy Shots, Zero Impact Bars, Meltdown Diet Pills and many other brands to retailers, distributors, third party wholesalers, schools, casinos and many other sales outlets. Train the sales staff, management and executives how to implement the business model. Review, track and maintain accurate sales reports, customer call information and consumer feedback to ensure we are reaching our goals.

* Expanded Redline Energy, Power Rush 7 Hour Energy Boost into more than 1,200 store fronts in 2012
* **Increased RaceTrac sales by 20% in 2011 Vs. 2010 and implemented new radio and TX State Fair Promotion**
* Gained distribution in local and national chains, Murphy USA, Meijer C-Stores, Maverik, Xtra Mart and more
* **Converted H.E.B. to a direct account for VPX Sports, increased the number of stores by 10% and sales by 15%**
* Contracted new national and state wide distributors like Vistar, Majestic Sales, Rankin Distributing and others

2009 – 2010 Big Red Inc. (Big Red, NuGrape, Nesbitt’s, Allsport, Red Jak, G Pure Energy and Private Label Energy Shots)

# Director of Energy Brands Dallas/Fort Worth, Texas

(Was unable to get specialty packaging to produce the brand)

Manage Big Red Inc. Big Red Jak, G Pure Energy and Private Label Energy Shots, grow distribution, meet with retail chains to gain authorizations and plan programs, set up new DSD distributors while managing a P&L. Designed and implemented sales incentives for distributors that resulted in new points of distribution and sales on and off premise. Worked with Starbucks, Ruby Tuesday, Speedway Convenience Stores and many other retailers that resulted in greater distribution and sales.

* Gained new DSD Distributors throughout the Midwest, East Coast and the South
* Sold and coordinated distribution of private label energy shots to numerous retail chains
* **Increased G Pure Energy sales by 35% vs. when owned by Voss Water**
* Worked closely with distributors to ensure sales and distribution growth each month

2008 – 2009 Rockstar Energy Drinks Inc.

# National Account Manager

# (Recruited by Big Red) Dallas/Fort Worth, Texas

Restructured Rockstar’s business within Wal-Mart, Valero, K-Mart, Murphy USA and 7-Eleven . Increased sales from 5% down to more than a 5% gain. Implemented marketing programs to tie in National Accounts that lead to greater shelf space, promotions and increased sales for the retail chains and Rockstar. Worked closely with Rockstar Marketing department building and executing the 2009 marketing deck to gain increased display execution, greater sales and distribution.

* Trained Rockstar employees and distributors on Wal-Mart’s Vendor Managed system
* Manage the Coca-Cola and Pepsi network for Wal-Mart, K-Mart, Exxon Mobil and 7-Eleven
* **Increased Wal-Mart 2008 sales from 3.2% down to more than 11% gain in November**
* Worked closely with Coca-Cola and Pepsi to implement a shelf program for the Texas Co-Op groups which manages approximately 3,000 independent convenience stores
* Tracked Wal-Mart sales and distribution with the use of Wal-Mart Retail Link
* Developed a national chain program for all Rockstar Employees to follow as a guide for minimum shelf space, a promotional calendar to ensure the best promotional months and a marketing calendar
* Set up Rockstar Inc. as a McLane vendor to sell to accounts that take deliveries from McLane

2006 – 2008 Monster Energy Drinks / Hansens Natural Soda (Monster Energy, …Lost Energy, Hansens Sodas, Smoothies and Junior Juice)

# National Account Manager Dallas/Fort Worth, Texas

Managed multi-million dollar sales and contracts for national account chains of Wal-Mart, K-Mart, Valero, HEB, 7-Eleven, etc. Created sell sheets for distributors and region managers that lead to increased chain retailer sales and distribution. Developed and executed sales programs for Albertsons and Minyards DFW which increased Monster sales over 200% for calendar year 2007 by setting a minimum shelf set and cooler placements.

* **Conducted Wal-Mart University Training Classes teaching distributors how to sell to Wal-Mart store management and Wal-Mart MM’s**
* Manage Acosta Food Brokers for the Hansens Sodas (sold via Wal-Mart’s warehouse)
* Increased Wal-Mart distribution from 1,000 stores to 3,200 stores within 12 months
* Grew Monster Energy Sales via AC Nielsen to become #1 in Texas Markets for C-Store and Grocery Store
* Won “Most Entertaining Booth” at Wal-Mart Shareholders Vendor Fair for 2006 & 2007
* Decreased case cost in 2007 by more than $500,000
* Increased Wal-Mart YTD 2008 case sales by 62% and dollar volume by 72%
* Tracked Wal-Mart sales and distribution with the use of Wal-Mart Retail Link

2004 - 2006 Great Plains Coca-Cola (#1 Carbonated Soft Drink Company in Oklahoma and Northern Arkansas)

# Senior Key Account Manager Tulsa, Oklahoma

Created, implemented and executed sales and marketing programs with the aid of the home market sales force and management for Wal-Mart (Supercenters, Discount Stores, Neighborhood Markets, Sam’s Club and Murphy’s Oil), Walgreens drug stores, Target (Super and Department stores) and K-Mart accounts. Managed over 2,500,000 cases or $19,200,000 in volume.

* Grew Wal-Mart case sales over 4% and increased company profits by 14%
* Improved Walgreens case volume by 23% and Great Plains Coca-Cola profits by 29%
* National Vendor of The Year for Wal-Mart 2004 and with Target 2005
* Increased total account case sales by more than 9% while increasing profit by 18%
* Generated an additional 3,500 cases in sales for all Target stores in 2005

2000 - 2004 Heineken USA (Heineken, Amstel Light, Buckler)

**District Sales Manager – 2001 – 2004 North Texas and Oklahoma Dallas/Fort Worth, Texas**

Provided strategic direction to multiple beverage wholesalers/distributors with more than 150 employees while managing over $11,375,000 annual sales volume. Created and implemented yearly business plans and 30/60/90 day plans to ensure proper inventory levels of products, point of sale materials for the trade, display activity and generated new accounts. Managed off premise regional chains by setting up yearly marketing calendar and implementing display support. Supported national on premise chains like Brinker International and Carlson World Wide with Menu Programs, bottle promotions and draft initiates.

* Generated additional $680,000 in sales annually in 2004
* Increased customer account base by more than 1,000 accounts in 2003
* Gained additional features/ads/displays through chain account appointments
* Won “The Green Jersey” award for Top District Sales Manager as voted by my fellow district managers in 2003

**Sales and Merchandising Specialist – 2000 - 2001 Dallas/Fort Worth, Texas**

Executed all grocery, convenience and liquor store ads with display support. Provided training to distributor supervisors and sales force on how to sell the Heineken USA brands for the off-premise and on-premise channels.

* Tracked top 50 Off-Premise accounts while increasing sales and distribution
* Conducted On-Premise promotions by coordinating with the local distributors, bars and restaurants

## EDUCATION

Central Piedmont Community College (CPCC ) – Charlotte, North Carolina

Studies: Economics / Marketing

## CORPORATE ENHANCEMENT TRAINING

* Advanced Microsoft Excel, Word, PowerPoint, Adobe Illustrator
* Professional Selling Skills and Presentation Skills
* Category Management and Fact Base Selling
* Quality Assurance Training
* JET.com Portal
* Retail Selling Skills
* SupplierNet for HEB
* Wal-Mart Retail Link
* Vendor Central for Amazon
* A.C. Nielsen Training by the C.M. Profit Group