

TIMOTHY WILLIAM BEATTIE

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NATIONAL SENIOR SALES LEADER

Expertise in strategic planning, relationship development, sales, and profit results with extensive experience in organizational management in support of national account sales for the Beer, Wine, and Spirits industry. Accomplished, consultative sales leader with the ability to leverage disciplined financial and syndicated data acumen with market intelligence to deliver on sales strategy and drive growth. Capacity for effective and efficient communication across all levels of personnel, establishing and maintaining professional working relationships, providing growth opportunities, developing accountabilities, and celebrating accomplishments.

- New Product Development and Innovation
- Team Building and Development
- Organizational Skills
- Superior Negotiator
- Retailer and Wholesaler Relationships
- Creative Thinker and Risk Taker
- Attention to Detail
- Confidentiality and Tact

EXPERIENCE

Constellation Brands (CBI) **2007-Present**

Vice President (VP) National Sales, Total Beverage Alcohol, Kroger Sales, Cincinnati, OH **2017-Present**

Directed a sales organization of 16 Sales and Customer Solutions employees across Beer, Wine and Spirits, managing CBI's largest adult beverage customer, \$577M and 12.3M cases in sales.

- Analyzed category trends, shared insights, industry evolution and forward-thinking opportunities via frequent and consistent business rhythm with Kroger corporate leadership and Adult Beverage leadership.
- Integrated sales planning with Wine and Spirits Sales Business Units, Beer Sales Business Units, Fine Wine, Spirits, Brand and Shopper Marketing, and Beer, Wine and Spirits Wholesalers to establish goals and develop plans to exceed.
- Provided career pathing direction and put people in situations where skills could be leveraged, and career goals achieved.
- Ensured investments provided strong ROI, while delivering against annual volume and spending plans, implementing strong financial discipline while managing a \$6.5M annual non-price budget.

VP Strategic Accounts - Kroger Sales and Category Management, Cincinnati, OH **2014-2017**

Oversaw 16 sales and category management employees and \$304M wine and spirits portfolio. Worked directly with Kroger Senior and Adult Beverage leadership teams to generate profit and unit growth through joint business planning meetings, annual top to top, and frequent communication.

- Led team that exceeded annual dollar growth and distribution objectives each year in role.
- Represented Kroger business in CBI Senior Leadership internal meetings; spoke as subject matter expert (SME) on trends, share, PODs and other KPIs to manage opportunities and identify risk.
- Led team through several structural evolutions, identifying strengths to put the right people in the correct roles, ensure strategic alignment with the customer, and exceed internal objectives.
- Transitioned category management team to a more sales centric organization vs. assortment and POGs.

- On-boarded new employees and implemented first ever Strategic Accounts intern program.
- Built and implemented annual team strategy to ensure alignment to account and company priorities.
- Integrated Kroger acquisitions into corporate model and leveraged resources to ensure growth.
- Developed and negotiated annual non-price, T&E and marketing budgets by defining what it takes to win in the account and the return and contribution to the company.
- Implemented program ROI post analysis to stakeholders on key corporate and market-specific investments.

Director, Wine and Spirits Chain Sales – Southeast, Atlanta, GA**2011-2014**

Led sales and category management organization for regionally based off premise chain accounts: Kroger, Walmart/Sam's Club, Publix, Harris Teeter, Costco, Lowe's Foods, Ingles, Whole Foods, Drug and Convenience.

- Surpassed E&J Gallo as the #1 share supplier for the first time via team sales of ads, planners and new items; measured by growing dollar share and points of distribution.
- Established retail scorecard measures, execution compliance trackers, and performance evaluations.

National Accounts Manager, Safeway, Pleasanton, CA**2007-2011**

Managed Fine Wine (ICON Estates) business across all national Safeway banners; worked closely with Safeway corporate wine sales and category decision-makers on planner, ad and new item opportunities to premium-ize consumers and encourage trade up to super premium plus price segment. Developed and maintained close relationships with Safeway regional banner stake-holders and distributor partners.

ADDITIONAL RELEVANT EXPERIENCE**E&J Gallo Winery****Dr Pepper/7Up****Ste Michelle Wine Estates****Kautz Family-Ironstone Vineyards****EDUCATION****Bachelor of Arts, Organizational Communication**

California State University, Stanislaus, Turlock, CA

ADDITIONAL RELEVANT INFORMATION

- High Impact Sales Strategy Program, Northwestern University, Kellogg School of Business
- Executive Development Program, Harvard University School of Business
- Certified Professional Category Manager, Category Management Knowledge Group
- Microsoft (MS) Office Suite: Word, Advanced Excel, Outlook, PowerPoint, One Note
- Syndicated Data: IRI, Market 6, 84.51*, Business IQ, SharePoint