**Brandon Hawthorne**

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 **Objective**

To secure a challenging beverage industry leadership position where I can demonstrate my proven track record via strategic & tactical leadership skills and creative talents to drive sales growth. I am committed to continual performance development and excellence in the workplace that will maximize my leadership and team building skills.

 **Professional Skills**

* Director of Chain Accounts
* Key Account Management
* Team Management / Leadership
* Beer / Wine / Non-Alcohol Beverage Management
* Brand and Business Development
* Distributor Management
* Category Channel Management
* Budget Management
* Sales Force & Peer Skills Training
* Strategic Planning and Execution
* Special Projects
* Planogram Schematics/ Space Management
* Broker Management
* Route and Inventory Management
* Generating New Business
* Networking
* Client Development & Relations
* Cold Calling
* CRM Management
* Customer Contract Development
* Business Negotiations
* Territory Management
* Trade Shows
* Strong Lead Development Skills
* Retail Sales Execution
* Sales Analysis
* Retail Chain Shopper Program Creation
* Market Expansion
* P&L Management
* Market Price Strategies

**Work Experience**

**RISE Brewing Co, Portland OR – National Sales Director March 2018 – January 2019**

Managed a team of 4 Market Managers and 2 Business Development Reps across the country. Strategically planed out Distributor and Retailer focus, pricing and promotions. Developed the Business Development Representative position to focus on ground level / store level projects to drive new distribution and increased brand awareness. Implemented and managed our CRM tool to help track projects and tasks. Managed the Broker network in the PNW. Creatively built out presentations to use while calling on new and existing retail accounts and buyers. Sourced new Distributors to open new territories. Work closely with the Marketing team to develop POS and event planning.

**Columbia Distributing, OR & WA – Director of Chain Accounts, August 2016 – March 2018**

Manage a team of 5 KAM’s covering over 100 Regional and National accounts both On Premise and Off Premise. 100% in charge of both Beer and Non Alcoholic brands in these accounts. Managed over $220,000,000 is sales in 2017 and grew +3.6% in a year that was flat or negative for most. Worked with VP of Chains to develop plans and strategies for the Chain Team. Managed a T&E budget of $40,000. Known for my creative thoughts and “out of the box” ideas that grow revenue and profit for the portfolio.

**Columbia Distributing, Portland, OR – Key Account Executive OR/WA, August 2015 – August 2016**

Called on Alcohol buyers of both National and Regional accounts for Columbia Distributing’s beer portfolio. In charge 100% of Columbia Distributing’s business within my specific chains. Responsible for Ads and Planners and making sure I’m getting fair share. Managed that all ads and planners are 100% executed by Columbia’s sales teams. Worked closely with executive team to guarantee specific sales numbers and case volume are executed. Worked closely with all suppliers to make sure their business needs are met within each chain. Major chains I was responsible for were Fred Meyer and Safeway / Albertsons which combined finished +3.4%. Responsible for over $100,900,000 in Revenue in these accounts.

**Kombucha Wonder Drink, Portland, Oregon – Director of Sales, North America Sept. 1, 2014 – August 2015**

Managed all sales for North America. Managed a Regional Sales Manager as well as 9 Broker Companies across North America including Canada. Key Account calls across North America. Managed over 15 Distributors and sub distributors across the country as well as continuing to Build and expand the Distributer Network. Oversaw and managed a budget which included broker incentives, slotting fees, distributor contracts and planning and setting up trade show events. Directed marketing consulting and brand management.

**Columbia Distributing, Portland, Oregon – Non Alcoholic Key Account / Brand Manager July 1, 2010 – August 2014**

Non Alcoholic management of the following; Key Accounts, Portfolios, Schematics, New Brand execution, Point of Sale/Distribution to Trade, Supplier Satisfaction, Supplier Crew Drives (set-up, samples and team meetings). Worked with key suppliers when in town for trade execution. Contract specialist positioning where I presented Non Alcoholic and Red Bull contracts to all sales teams. Worked closely and managed District Managers and sales teams so all programs were followed.

**Pepsi Bottling Group, Portland, Oregon - Large/Small format salesman & merchandising June 11, 2004 - June, 2010**

Small/Large format special project and team leader. Managed routes as well as inventory. Sell to a volume plan as well as an MC plan. Generated and maintained new and existing business, while building rapport with clients. Executed training and mentoring of peers. Demonstrated great time management skills. Contract specialist & stock replenish.

 **Education**

1994 - 1999 Roosevelt High School Portland, Oregon High School Diploma

1999 - 2001 Portland Community College Portland, Oregon General Studies

2004 - Portland Community College Portland, Oregon Business / Management Degree not completed

 **Professional Achievements and Awards**

* Chain team growth +3.6% 2017
* Columbia Distributing Meeting Leadership Challenges 2016
* Kombucha Wonder Drink sales trending up 30% YTD.
* Opened up new Distributor network for Kombucha Wonder Drink
* Participated in the Miller Coors Distributor Chain Academy 201
* Completion of “Managing and Developing People” workshop (Bob Brown) 2013
* Obtained the WSCO Petroleum chain (Set Captains) 2013
* Non Alcoholic C-store growth of 19% for the State of Oregon 2012 vs. 2011
* Grew Non Alcoholic business at Space Age chain by 100% 2012 vs 2011
* Employee Insights Committee 2007-2010
* Frontline Career Development Program Participant 2009
* Career Assessment and Development Program Participant 2008
* Small Format Salesman of the Year 2008
* General Manager Circle of Excellence Award 2009
* General Manager Circle of Excellence Award 2008
* General Manager Circle of Excellence Award 2007