

### Chief Sales Officer | Head of Sales

**Senior Sales Executive** and consummate relationship manager fueling significant sales and revenue growth while creating value for customers and partners. Sought after repeatedly as change agent and turn-around expert to put businesses back on track toward profitability; institutes best practices in sales leadership, rebuilds challenged relationships and creates agile, high-performing organizations. Visionary and impactful; adept at articulating path forward, aligning resources across levels and building environments that motivate and inspire action.

- **Change Management and Turnarounds:** Turned the worst performing region into a double-digit achiever winning four Golden Bar Awards for Distributor achievement (Diageo). Reinstated critical distributor relationships, building trust and confidence while creating winning collaborations.
- **Sales and Revenue Growth:** Designed strategies that accelerated and achieved double-digit growth in highly competitive CPG industry; 9% for Rémy with 20% increase in account distribution, 16% NuCO2, 11% Diageo, 12% annual with 400% sales increase from new accounts for PFP.
- **Best Practices and Organizational Development:** Improved organizational effectiveness through restructuring, realignment and introduction of incentive programs that reinforced results-driven cultures of accountability.
- **Team Leadership and Engagement:** Hired, developed and mentored team members while building environments of inclusion; positioned 20% of sales team for promotions into positions throughout the country (Rémy); selected and groomed sales employee later promoted to VP of division (PFP).
- **Operations and Business Management:** Held multiple roles with P&L ownership, developing and executing annual operating plans, optimizing resources, analyzing key performance metrics and leveraging market insights to forecast and define business strategy.

### Leadership, Operations and Business Strengths

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|----------------------------------|----------------------------|-----------------------------------|
| ▪ Strategic Planning             | ▪ National Sales Strategy  | ▪ Consultative and Solution Sales |
| ▪ Profit and Loss Administration | ▪ New Business Development | ▪ Sales Incentive Plans           |
| ▪ Annual Operating Plans         | ▪ New Product Launch       | ▪ Marketing and Promotions        |
| ▪ Budget Management              | ▪ Distributor and Channel  | ▪ Consumer Packaged Goods         |
| ▪ Contract Negotiations          | Management                 | (CPG) Industry                    |

### A Career Driving Change, Turning Businesses Around and Stimulating Growth

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**RÉMY COINTREAU USA**, New York, NY

2012 – Present

*Leader in exceptional global spirits, with annual global revenues of \$900M.*

#### **VICE PRESIDENT AND GENERAL MANAGER NATIONAL ACCOUNTS DIVISION** (2017 – Present)

Promoted into newly created position to lead division representing ~40% of total US revenue and provide direction to two Vice Presidents and 12 National Directors. Develop sales strategies and manage revenue and resources for national customers across on and off premise channels, including casinos.

- Grew portfolio 9.5% over prior year; led the company in sales growth across all priority brands.
    - 30% increase in casino and nightlife channel.
  - Led team to improved relationships with key national customers, including Costco, Marriott, Landry's, Safeway, Darden, Total Wine, BevMo!, Publix, MGM, Military and convenience store channels.
  - Drove change and overcame internal resistance to new structure, enhancing engagement and buy-in for new strategies across the division and other parts of the national sales organization.
  - Restructured and changed route to market, expanding footprint, segmenting On Premise division; and improving efficiency, relationships and sales.
    - Introduced merchandising team to retail, increasing overall product visibility and distribution.
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**VICE PRESIDENT AND DIVISION MANAGER, NORTHEAST** (2012 – 2017)

Recruited based on reputation and previous industry successes to turn around underperforming business and provide leadership to 35 directors focused on a distribution network with 25 wholesalers throughout the Northeast Region (16 markets). Held full P&L for business valued at \$150M in annual sales.

- Turned business around, from -3% to >9% in annual sales in year one; 20% increase in new account business. Led the country in three-year compounded annual growth for key brand Cointreau.
- Restructured and changed route to market, aligning teams with distributor models based on state, eliminating internal silos and immediately improving efficiency and relationships.
- Redesigned incentive program, reinforcing the right behaviors and alignment of goals across levels, from executive to field.

**NUCO2, Stuart, FL**

2011 – 2012

*The only national provider of beverage grade CO2 to the restaurant, hospitality and grocery industry.*

**VICE PRESIDENT, NATIONAL SALES**

Hired to drive discipline and structure in sales and account management processes. Developed and led execution of sales strategy; managed revenue and resources for national customers across restaurant, grocery, QSR, LSR and C store channels.

- Restructured and instituted incentive program for sales team instrumental to 10% increase in sales from new and existing accounts; trending towards 16% over revenue and renewal plan year two.
  - Launched new revenue stream, bulk CO2 chain grocery initiative, contributing to increased sales.
- Strengthened relationships with national accounts that included McDonald's, 7-Eleven, Safeway, Darden, Hess and Costco; and represented 70% of company revenue.
- Launched President's Club Award recognizing top sales performers in the country.

**DIAGEO NORTH AMERICA, Norwalk, CT**

2003 – 2010

*Leader in premium adult beverages with \$18B in annual revenues; subsidiary of British multinational Diageo PLC.*

**VICE PRESIDENT AND GENERAL SALES MANAGER EAST, Diageo Chateau and Estates Wines** (2005 – 2010)

Promoted to turn around the largest region in the country (~25% of total company business; \$200M net sales value) and lead team of 20 managers working with 60 wholesalers in the East Region distribution network. Developed and executed strategy and annual operating plan for 22 markets; owned full P&L.

- Achieved double-digit sales increases multiple years; secured the Golden Bar Award for Distributor of the Year four of six years.
- Led region through acquisition of two major wholesales and subsequent reorganizations; changed route to market and achieved 8% revenue increase.
- Instituted new bonus model incorporating both qualitative and quantitative measures, driving improvement in alignment and goal achievement.
- Appointed to Diageo NA Diversity Council, collaborating with C-level executives on building inclusive workplace and leading by example to create organization mirroring customer base in diversity.
  - Led organization to recognition on Fortune's "One of the Most Admired Places to Work."
- Stopped unwanted attrition through improved communications and engagement.

**GENERAL SALES MANAGER, WEST KEY AND VENTURE STATES, Diageo Chateau and Estates Wines** (2003 – 2005)

Recruited to provide sales leadership and strengthen relationships with >70 wholesale partners across 27 states. Developed and executed strategic sales strategy and annual operating plan for region generating ~\$51M in revenue.

- Led the nation with ~20% increase in annual sales growth in key markets; Venture Markets achieved 8% improvement.
  - Region recognized with two Golden Bar Awards and 10 nominations for distributor performance excellence across the country.
  - Collaborated with finance to simplify incentive plan, incorporating quarterly check-ins to keep distributors on track; went from almost zero to 70% of distributors meeting goals first two years.
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**PFP CREDIT UNION SERVICES**, New York, NY

1998 – 2003

*Nation's largest distributor of insurance products sold to credit union members; >\$1B in policies.*

#### **ASSISTANT VICE PRESIDENT AND DIRECTOR OF SALES OPERATIONS**

Recruited to revitalize underperforming business and reestablish positive relationship with critical client. Administered \$5M operations budget for business generating \$50M in annual sales revenue and provided leadership to sales managers directing 35 – 40 sales reps.

- Realized ~12% annual sales growth with no addition to payroll; increased new business revenue by \$2.5M within two years by training sales team on additional products beyond life insurance.
- Restructured and upskilled sales team through training, new hires and focus on consultative approach to selling; 400% sales increase from new accounts.
- Salvaged relationship with key clients, strengthening value proposition and reinstating trust in PFP.

#### **ADDITIONAL EXPERIENCE:**

BACARDI USA, Coral Gables, FL – **Regional Sales Manager, District Sales Manager**

ANHEUSER-BUSCH, New York, NY – **Sales Representative, Sales Merchandiser**

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### **Education and Professional Qualifications**

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**MBA, Marketing and Finance**, Adelphi University, Garden City, NY

**BA, Marketing Management**, Hofstra University, Hempstead, NY

Licensed Life and Health Insurance for New York State, AD Banker Insurance Certification School

Executive Public Speaking Seminar: Speakeasy-Talk so People Listen

**Professional Affiliation:** National Black MBA association (NBMBA), Member 10+ Years

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