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SALVATORE J. SPENA

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| EXECUTIVE PROFILE |  |  Top flight sales executive with a mastery of the 3 tier selling system., Superior understanding of supplier/distributor relationship and how to motivate executive management, and field sales force. A proven track record in building solid long lasting relationships at all levels of sales cycle. |
| Experience |  |  Shannon Ridge Family of Wines-Lake County, California **Vice President of Sales** January 2017-present* Member of Senior Executive Team, scope of responsibility including annual forecast, budgeting, case goals, new brand kick offs
* Responsible for 25 states personally (RI, ME, VT, MA, CT, NH, NY, PA, NJ, DE, MD, DC, KY, VA, OH, AL, MS, AR, NC, SC, LA, FL, TN, WV, GA)
* Responsible for the hiring & training of 2 regional sales managers and 1 state manager for Florida, 1 sales broker in NYC & 1 in Texas…
* Team revenue exceeds $22M…
* Developed export wine business to China, Japan & Ontario, Canada LCBO, British Columbia and Quebec, Canada
* Responsible for the ongoing development and implementation of the Fast Forward Wine Alliance National Buying Group, headed by The ABC Wine and Spirit’s Co., of Orlando, FL

Shannon Ridge Family of Wines-Lake County, California**Northeast Regional Sales Manager**March 2014-Januray 2017* Responsible for the oversight, implementation & sales for wine distributors 14 states, (NJ, CT, NY, VT, MA, NH, RI, ME, KY, MD, DC, PA, OH, LA) 19 distributors, 44,000 cases & $5 million in sales revenue.
* Developed new customers in the northeast on premise restaurants and retail clients. ..Wegman’s, Wholefood’s, Hannaford’s, Giant Eagle, Kroger, Jungle Jim’s, Price Chopper, Capital Grille, Del Frisco Double Eagle Steakhouse, Sullivan’s Steakhouse, Caesar’s Casino’s, Harrah’s Casino, Golden Nugget Casino, Landry Restaurants.
* Build solid relationships with senior management, sales managers and sales reps within distributor channel, Discuss and teach Shannon Ridge methodology and sales cycle for top revenue performance throughout Northeast Region.
* Participate in wine shows, wine dinners, sales events throughout region.
* 60% TY vs. LY increases for 2015 & 2016, while staying within budget.
* Developed by the glass national account program for Guy Fieri Chop House and Gordon Ramsey Pub & Grille in Caesar’s Hotel nationally, Mad Mex Restaurant Group in PA & OH
* Developed by the glass national account program with Landry Restaurant Group, Golden Nugget Casino’s and Caesar’s, Bally’s and Harrah’s Casino’s nationally.
* Achieved 100.65% of budget for 2015 & 125% in 2016.
* Promoted January 1, 2017 to VP of Sales

ROBERT’S STEAKHOUSE OF NEW YORK – GENERAL MANAGEr/Score’s AC-Exec ManagerMarch 2013-March 2014* Responsible for the operations and evolution of three high-end steakhouse concepts in Atlantic City and New York City
* Achieved double digit sales increases every month to date since assuming responsibility, including an impressive 40% in March of 2014
* Worked with liquor providers to create ease of ordering and proper brand strategies

Hired and subsequently developed service staff into five-star performers * Revised lounge drink menu to take full advantage of steakhouse trends and maximize profit potential
* Lounge sales increased 75% due to a new cocktail and wines-by-the-glass program, live weekend entertainment and special events
* Repositioned restaurants to stay relevant in competitive environments
* Created and hosted monthly special events themed around celebrity wine dinners, spirits dinners and cigar events
* As a result, Robert’s Steakhouse in Atlantic City received **“Best Steakhouse”** **nods from Philadelphia Magazine, Boardwalk Journal and New Jersey Monthly, was featured on NBC, top restaurants of the Jersey Shore.**
* Simultaneously responsible for the brand development of Score’s AC, A gentleman’s club inside The Taj Mahal Casino, AC, NJ
* At Score’s, full P & L responsibility for Food and Beverage, inventory, China, Glass, wine and beer purchasing, led HR team that hired 500 new employees…

**FILOMENA CUCINA RUSTICA – GENERAL MANAGER**July 2011 – March 2013* Responsible for the daily operation of a 250-seat dining and nightclub operation
* Raised standard of customer service through extensive training
* Worked alongside chef to redesign and implement menu changes to appeal to a more valued-conscious guest
* Rebranded bar/nightclub to feature live music five nights per week and increase bar revenue by 50%
* Achieved a Zagat rating and wine spectator award of achievement

**SYSCO FOODS OF PHILADELPHIA – SENIOR MARKETING ASSOCIATE**June 2007 – July 2011* Worked as a consultative sales executive specializing in hotels, new restaurant startups, country clubs and large-scale bar nightclub and restaurant facilities
* Identified the needs of the facility and offered practical solutions centered on menu enhancements, appetizer offerings, dessert specials, and dinner special creations
* Worked hand-in-hand with executive chefs and general managers to properly position establishments for maximum top line revenue, while helping to achieve bottom line results
* Consistently in top 5% off all sales associates in sales revenue over budget

**THE MANSION ON MAIN STREET – GENERAL MANAGER**November 2005 – June 2007**BORGATA HOTEL CASINO & SPA – BANQUET MANAGER**September 2003 - November 2005**SEAVIEW MARRIOTT RESORT & SPA - BANQUET/CONVENTION SERVICES MANAGER**September 2001 – September 2003**PORTOBELLO RISTORANTE – PROPRIETOR/GENERAL MANAGER**May 1992 – September 2003 |
| Education |  |  Widener University, Chester, PA |
| SPECIAL SKILLS |  | Fluent in English and Italian. Conversational in Spanish. |
| PROFESSIONAL AFFILIATIONS |  | * Contributing Writer for NJ Lifestyle Magazine & The Boardwalk Journal
* International Caterers Association and Meeting Planners International
* International Association of Culinary Professionals (IACP)
* Order of Sons of Italy and UNICO National Italian-American Service Club
* Chamber of Commerce for Southern New Jersey
* New Jersey Chef’s Association
* ServSafe® Certified National Restaurant Association
* TIPS Certified
* Board Member, The Food Bank of New Jersey
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