

CHRISTOPHER OUELLETTE

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SALES MANAGEMENT AND BUSINESS DEVELOPMENT

• *Sales* • *Management* • *Marketing* • *Brand Development*

Exceptional management professional with an extensive background in developing sales territories and marketing strategies for new products, establishing efficient distribution channels, organizing high visibility promotional events, and building key and lasting relationships with suppliers and customers, all on a regional level.

Highly skilled in originating new sales territories, retail start-ups, building and motivating strong sales teams and performance standards, and developing and implementing effective business plans; especially strong in limited customer-based environments.

Expert in operations management with heavy emphasis on inventory control, financial reporting and forecasts, competitive pricing analysis, sales training and product selection; committed to continuous improvement processes and education. *Core Competencies include:*

- Market Research & Analysis
- National Accounts
- Brand Development
- Sales Forecasts
- P&L Management
- Distributor Management
- Programming and Pricing Structure
- Strategic Business Planning
- Sales Training
- Product Quality and Selection

PROFESSIONAL EXPERIENCE

Division Manager

- Oversee all day to day functions of the Specialty Division within High Country Beverage
- Sales and Marketing management, supplier relations, budgeting and sales plan execution.
- Developed and analyzed sales reports improving marketing effectiveness and point of sale(P.O.S) strategies
- Grew sales 30% in 2018 accounting for \$1.8 million in revenue
- Supplied ongoing education and product knowledge increasing higher margined sales volume by 15%
- Increased the network representatives and distributors by 25%

Regional Manager

- Consistent achievement of depletion, placement and sales goals in twelve states every month. Increasing regional sales by 40%
- Monitored sales performances across the Western US and created sales budgets, allocations and target account lists for 62 sku's.
- Effectively managed programming and pricing in all markets to maximize sales while protecting margins
- Worked directly with distributor management and sales teams to most effectively plan and execute sales strategies based on individual markets.
- Identified and collaborated with the key buyers and accounts on a local and regional basis and focused on establishing long term professional relationships.
- Built and maintained brand integrity and image with education at both the distributor and consumer level

Sales Consultant

- Worked directly with suppliers to ensure that all depletion and distribution goals were met monthly
- Established a new sales territory for fine wine distributor in the Denver Tech Center, along the I25 Corridor and Colorado Springs increasing revenue monthly
- Expanded product offerings along the Colorado Front Range wine market increasing territory revenue
- Developed key relationships with suppliers to secure proprietary account placements and increasing margins
- Provided sales trained to sales team and staff

Outside Sales Representative

- Established 31 new retail accounts, an increase of 50%
- Responsible for point of sales displays based increasing revenue per display by 19%
- Increased territory dollars by 25% over six months

CAREER HISTORY

Division Manager High Country Beverage	5/14/18	Present
Regional Manager Elite Brands of Colorado	5/1/16	5/12/18
Western US Regional Manager Aviva Vino Imports	4/1/13	4/31/2016
Sales Representative Classic Wines of Colorado	2/12/12	3/25/13
Sales Representative Wine Connections	8/1/09	2/10/12

EDUCATION

Fort Lewis College	Psychology	B.A.	2004
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