

Regional Sales Director

INNOVATIVE | ANALYTICAL | LEADER | PROCESS IMPROVEMENT | STRATEGIC | TACTICAL | RESULTS

A hard charging sales executive who gets things done. Able to translate company vision into effective results. A top 20% performer throughout his career who inspires his team to achieve superior results. Prospers in matrix managed organizations. Excellent team builder, leader and motivator. Provides teams with the tools, training and environment to achieve their goals. Creates and manages programs on-time and within budget. Generates and nurtures outstanding relationships with customers, distributors and company colleagues.

Areas of Expertise

- Sales process training and coaching
- Strategic and tactical planning
- Sales data analysis
- New product introductions
- Distributor management and inventory
- Program and planning presentations
- Problem identification and solution
- Negotiation and interpersonal skills
- Sound judgement and leadership skills
- Daily planning, multi-tasking and prioritizing

Career Highlights and Performance

Xxxxxx XXXXXXXX Brewing and Distilling, Memphis, TN

2008 – Present

The nation's 7th largest craft brewer began brewery operations in 2001 and distillery operations in 2009. Company now does business in 44 states that account for 96% of the country's Adult Beverage sales.

Regional Director Atlanta, GA

2013 - Present

Responsible for all sales and customer service activities in a 9 state area. Lead a team of 14 professionals including 8 Area Managers and 4 Key Account Managers.

Key Accomplishments:

- Exceeded sales and profit plan the last 3 years
- Drove 3 year cumulative sales growth of 38%
- Grew Regional market share from 2.31% to 3.74%
- Hired, trained and coached 7 new team members.

**Earned the Top
Sales Region Award
the last 2 years**

Key Business Relationships:

Customers

- 7-Eleven
- Circle K
- Thornton's
- Target
- Wal-Mart
- Sam's Club
- Kroger
- Publix
- Costco
- Darden Restaurants
- Marriott
- HMS Host
- O.S.I.
- Landry's

Distributors

- Best Beer, Atlanta, GA
- Jon Doe Beer and Wine, Miami, FL
- Hops are Us, Birmingham, AL
- Smith Beverage, Memphis, TN
- Jones Distributing, Louisville, KY
- E.Q.F. Inc., Charleston, SC
- Gold Level Service, Tampa, FL

National Account Manager Atlanta, GA

2010 - 2013

Responsible for the chain headquarter calls for 12 Off-Premise and 7 On-Premise chain retailers. Worked closely with the Xxxxxx Field Sales and Distributor sales teams to develop, sell and service new item introductions and field marketing promotional programs. Built and managed a support team of 2 Category Management Analysts.

Key Accomplishments:

- Achieved all sales and distribution goals for 3 new item and 2 seasonal programs
- Exceeded sales and profit plan the last 3 years

**Grew points of
distribution by SKU
from 18,000 to
43,000 in 3 years**