

# HOWARD JONES

## SALES AND MARKETING DIRECTOR

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### LEADERSHIP PROFILE

Strategic, results-driven leader with extensive experience in sales, marketing, brand management, finance and new business development. Unique skill set includes advertising management, merchandising skills and strong business analytics. Documented success selling and promoting consumer products to mass merchant and big-box retailers. Creator of effective marketing concepts that focus on growing profitability along with top-line sales and market share. Excel in team building and staff leadership. Proven ability to achieve personal and organizational goals through opportunity identification and effective program development.

### AREAS OF EXPERTISE

- Sales & Marketing Strategic Planning
- Creative Promotional Tactics
- Advertising & Media Planning
- Product and Logistic Management
- Opportunity Identification
- Team Leadership and Coaching
- Financial Planning & Analysis
- Inventory Management
- Customer Focused Problem Solving
- Staff Training and Development
- Effective Presenter
- Persuasive Negotiator

### PROFESSIONAL EXPERIENCE

#### NORTHERN WINES GROUP – Sacramento, CA

(2010 – Present)

Northern is the fastest growing winery in the Pacific region. Retail sales have grown 73% in the last 4 years.

#### Director, Sales and Marketing

Manage all Off-Premise sales, field marketing and promotional activity for the 3 major labels marketed by Northern. Primary focus is grocery, warehouse club, chain drug and military. Responsible for more than 60% of company's annual sales. Department includes 12 National Accounts Managers, 17 Distributor Managers, 14 Merchandisers and 4 Category Managers. Partner directly with major retail chain customers to optimize space, assortment and inventory productivity.

#### Accomplishments

- Grew the total department staff from 22 to over 40 in the past 4 years. Directly managed the hiring, on-boarding and on-going development of all new hires. Seven of the new hires have already been promoted within the company.
- Generated three-year rolling strategic plans to focus the department on attaining company's long-term sales and profit objectives.
- Managed the bottom-up tactical planning process to compliment and achieve the strategic plans.
- Implemented field marketing programs that included four major themed promotions as well as dozens of localized or account specific activations.
- Developed program execution tracking processes used by all Field Sales Managers. Effective program execution ratings improved from 74% to 92% within six months.
- Partnered with Giovanni's Bakery to develop and implement an award winning cross-merchandising program.
- Grew overall company \$ share of market from 2.2% in 2012 to 3.7% in 2016. This far outpaces category growth rates.

**WINE AND SPIRITS DISTRIBUTOR, LLC – LOS ANGELES, CA**

**(2003 – 2010)**

Wine and Spirits Distributor (WSD) is a \$3.2 Billion wine, spirits and beer distributor covering 10 southern counties in California.

**Director, National Accounts and Category Management**

**(2006 – 2010)**

Managed all Off-Premise sales, field marketing and promotional activity for the 3 major labels marketed by Northern. Primary focus is grocery, warehouse club, chain drug and military. Responsible for more than 60% of company's annual sales. Department included 12 National Accounts Managers, 17 Distributor Managers, 14 Merchandisers and 4 Category Managers. Partnered directly with major retail chain customers to optimize space, assortment and inventory productivity.

**Accomplishments**

- Grew the total department staff from 22 to over 40 in the past 4 years. Directly managed the hiring, on-boarding and on-going development of all new hires. Seven of the new hires have subsequently been promoted within the company.
- Increased Off-Premise sku distribution from 4300 points in 2006 to 11,450 points in 2010.
- Developed a space planning model that incorporated trend and profit calculations to improve category profits and inventory productivity. Model was adopted by 7 buying offices in the region.
- Improved WSD's inventory turns for assigned accounts from 13.6 x per year to 16.1 x per year.

**Manager, Field Marketing and Promotions**

**(2003 – 2006)**

Responsible for partnering with major On and Off-Premise chain accounts to develop and execute consumer marketing and trade promotions. Developed all concepts from start to finish and also effectively worked with On-Premise 3<sup>rd</sup> party promotion partners. Managed and trained a staff of seven. Represented the Marketing Department on the company's Strategic Planning Task Force.

**Accomplishments**

- For the 2005 and 2006 calendar years, promotional programs generated incremental lift improvements of 22% versus a planning target rate of 17%.
- Incremental Gross Profit from promotional programs increased 18% versus a plan increase of 9%.
- For 2006 the Field Marketing Department underspent its \$7.3 million budget by \$200 k. total department staff from 22 to over 40 in the past 4 years. Directly managed the hiring, on-boarding and on-going development of all new hires. Seven of the new hires have subsequently been promoted within the company.

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**EDUCATION**

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**BACHELOR OF ARTS IN ACCOUNTING – MICHIGAN STATE UNIVERSITY, EAST LANSING, MI**

**MASTERS OF BUSINESS ADMINISTRATION IN MARKET PLANNING – ELI BROAD SCHOOL OF BUSINESS, MICHIGAN STATE UNIVERSITY, EAST LANSING, MI**