

PATRICIA SWANSON

17654 Elm Drive, Ithaca, NY 15241

972.876.5432 | PHSwanson@Gmail.com

AREAS OF EXPERTISE:

- Strategic Planning
- P & L Responsibility
- Major Account Management
- New Business Development
- Budgeting and Finance
- Digital & Trade Marketing
- Team Leadership
- Partnership Formation
- Consensus Building
- Sales Plan Development
- Performance Benchmarking
- Staff Training & Coaching

ACCOMPLISHMENTS:

- 2014, 2015, 2016 – Leading Women in Adult Beverages
- Exceeded Sales Plan each of the last 3 years
- Division Teamwork Award – 2013
- Hired, trained and coached 4 new team members in the past 18 months
- Managed Distributor transitions in two major markets
- Developed Field Marketing programs for three new product launches
- Organized an Upstate New York Distributor Panel to better coordinate promotional efforts throughout the region
- Developed a new Major Account Profiling process that was implemented in the Northeast Region

CERTIFICATIONS AND CONTINUING EDUCATION:

- Certified Cicerone – 2012
- Seibel Advanced Draft Certification – 2013
- Category Management Association Certifications 1 through 4 – 2012 to 2016
- Cara Technologies® Certified Beer Taster Course – 2015
- Advanced MS Excel and Access – 2013
- Retail Selling Skills Levels 1 & 2 – The Beer Selling Academy 2012

PROFESSIONAL EXPERIENCE:

PRINCETON BEER COMPANY – Atlantic City, N.J. – State Manager **2013 – Present**

Responsible for all Key Account Sales and Distributor Management functions in the Upstate New York market. These markets are serviced by 14 distributors, 18 warehouse locations, and include 17 major chain call points. There are 3480 licensed retail outlets in this territory.

- Manage a team of six that includes two Key Account Managers, two District Managers and one Category Analyst
- Maintain primary call responsibility for Big Giant Foods, Mega Grocery, Better Px Pharmacies, Dash-in C-Stores and, Best Big Box. Combined case sales for these accounts are 575k.
- Introduced three seasonal programs that added 70k incremental cases in 2016
- Earned Market Manager of the Year award for 2015
- In 2015, two of my team members were promoted into areas of greater responsibility and contribution
- Grew total product line outlet level distribution from 6700 points in 2013 to 13,400 points in 2016
- Increased \$ Sales Market Share from 1.2% in 2013 to 1.7% in 2016.

HOWARD SMITH DISTRIBUTING COMPANY – Buffalo, NY – Region Manager **2011 – 2013**

Company sells and services a wide variety of beer, wine and non-alcoholic beverages in 14 upstate New York counties. It employs over 300 people and has about a 35% market share in assigned territories.

- Managed a team of 16 including Key Account Managers, Route Salesman and Merchandisers
- Exceeded Sales and Profit goals for three consecutive years
- Increased Case Sales 17% and Dollar Sales 21% over a three year period

PROFESSIONAL EXPERIENCE (CONTINUED):

- Named Sales Supervisor of the Month 7 times in 26 months.
- Helped five employees earn promotions through effective training, coaching and mentoring
- Worked with Marketing to develop and execute the top volume generating sales promotion for 2012.

HOWARD SMITH DISTRIBUTING COMPANY – Buffalo, NY – Key Account Manager 2007 – 2011

Responsible for Headquarters level calls for 12 chains that accounted for over 20% of total company sales volume. Managed four employees and helped accounts develop local quarterly sales plans.

- Partnered with H.R. to create and implement the company’s Key Account Selling Manual
- Established new business relationships with two non-buy accounts
- Grew case sales in assigned accounts an average of 7% per year in a relatively flat market
- Exceeded Profit Contribution goals by an average of 4% each year

OTHER CAREER EXPERIENCE:

HOWARD SMITH DISTRIBUTING COMPANY – Buffalo, NY – Route Salesman 2005 – 2007

HOWARD SMITH DISTRIBUTING COMPANY – Buffalo, NY – On-Premise Merchandiser 2004 – 2005

THE GAP – Syracuse, NY – Assistant Store Manager 2002 – 2004

EDUCATION:

SYRACUSE UNIVERSITY – Syracuse, NY – Graduated Cum Laude in 2004

- Bachelor’s Degree in Business Management, Minor’s in English and Economics
- Academic Scholarship recipient for 4 years