
BRAND BUILDER | SALES LEADER | ENTREPRENEUR

Sales & marketing leader that has successfully generated sales, revenue and brand growth for companies in the CPG, non-alcoholic/alcoholic beverage, and professional sports industries.

EXPERTISE

Outside Sales | Sales Analytics | New Business Development | Omnichannel Strategies | Sales Pipeline Development | Consumer Engagement | P&L-Budget Management | National Accounts/Distributor Management | Social Marketing Strategist | Event/Promotions Management | Project Execution | Market Research | Leadership/Team Building | Team Coaching | Talent Acquisition

PROFESSIONAL EXPERIENCE

QUE ONDA BEVERAGE**2022 - Current****Director of Sales– West U.S.**

Responsible for managing multiple distribution partners across all channels and a team of brand managers within the Western region. States include CA, TX, AZ, NV, NM, CO, OR, WA, ID and HI. Responsibilities include national accounts management, pricing, programming, purchasing, P&L, inventory, chain business, distributors, marketing, merchandising and brand management.

2022 - Region finished the year at +78% sales growth and +136% in distribution.

- **Distributor/Team Management** - Managing all aspects of our distribution partners and team of sales managers across Western states. Responsibilities include new item setup, pricing/programming, incentive execution, brand strategy, and engaging with distributor executives to promote and manage company interests. Distributors include: RNDC, Breakthru Beverage.
- **P&L/Budget** - Manage a team of Market Managers within the Western US. Host weekly sales meetings, create KPI/Incentive programs, establish sales expectations and goals derived from the overall company's goals.
- **Sales Strategy** - Build and execute programming to engage sales initiatives and programming. New pricing strategies, distribution targeting and retail price strategies to optimize revenues and product sales efficiency. Managed and maintained healthy inventory levels at distributor wholesaler warehouses.
- **National Account Management** - Oversee current and new chain business partners. Creation of new chain RFPs, scan programs, and merchandising strategies. Such as: AVP, Ralphs, Raley's, Safeway, Total Wine, BevMo, Wholefoods, QFC, Bashas, AJ's, Fry's Walmart, Gelson's, Bristol Farms, Lazy Acres, Spec's, Goody Goody, Twins.
- **Brand Marketing /Innovation** - Creation and execution of the top market's brand growth and sales execution strategy. Utilizing out-of-home marketing strategies and local event execution to increase brand awareness. Develop concepts and initiate new innovation lines and strategies.

SAGAMORE SPIRIT**2018 - 2022****Director of Sales– West U.S.****APR 2022 - AUG 2022**

Managed multiple distribution partners, all premise channels and a team of brand managers within the Western US region. States include CA, AZ, NV, OR, WA, ID, UT, WY. Responsibilities include national accounts, pricing, programming, purchasing, chain business, distributor, marketing, merchandising and brand management.

2022 YTD - Expanded distribution +75% in the region.

- **Develop/utilize-** Power BI Data, Neilson/IRI and Sales Analytics through VIP to develop monthly forecast goals, P&L and budget operations.
- **Distributor Management** - Managing all aspects of our distribution partners. Responsibilities include new

item setup, pricing/programing, incentive execution, brand presentations to sales teams, and engaging with distributor executives to promote and manage company interests. Distributors include: SGWS, RNDC, Breakthru Beverage.

- **Team/Budget Management** - Manage a team of Brand/State Managers within the Western US. Host weekly sales meetings, create KPI/Incentive programs, set sales expectations and goals derived from the overall company's goals.
- **Pricing/Programming/Inventory** - Build and execute programming to engage sales teams. Negotiate new FOB's, DA's, and chain price programs to optimize revenues and product sales efficiency. Manage Inventory in distributor warehouse.
- **National Account/ Chain Management** - Responsible for managing current and new chain business partners. Create new chain presentations, scan programs, and inventory management. Such as: AVP, Ralphs, Costco, Raley's, Safeway, Total Wine, Bevmo, Wholefoods, QFC, Bashas, AJ's, Walmart, Gelson's.

Regional Sales Manager – West

JUN 2021 - APR 2022

Responsible for managing multiple distribution partners and a team of brand managers within the Western region. States include CA, AZ, NV, OR and WA. Responsibilities include pricing, programming, purchasing, chain business, distributor, marketing, and brand management.

2021 - Grew region at +60% sales growth and +55% in CA.

Market Manager – Southern California

SEP 2018- JUN 2021

Oversaw the entire Southern California business in sales, marketing, on/off-premise/chain distribution teams, distributor and brand management.

2020 - Region reached +145% sales growth | 2019 - gained +118% sales growth

REGAL WINE CO.

2015 -2018

Sales Representative - On/Off-Premise

JUN 2017- SEP 2018

Managed/cold-called to targeted on/off Premise accounts, including fine wine shops, retail stores and restaurants with complete administrative responsibilities in the business management of the region.

Expanded business by +52% & achieving seven figures in total revenue.

- Account Management – Oversaw 200 accounts in the territory, while responsible for all credit transactions, customer engagement, cold-calling, new customer acquisition and supplier management.
- Managed fine wine business portfolio to increase the profit and case volume shipped in the region.
- Developed ROI Data and Sales Analytics to increase brand awareness and pull through.

Account Manager - National Accounts

MAY 2016 - MAY 2017

Responsibilities include managing all Chain - National Accounts and District Managers, including product strategy, planner execution, merchandising strategy/execution, and day to day national account overview in Southern California.

Account Sales Executive

JAN 2015- MAY 2016

Responsibilities include managing all chain accounts and complete administrative responsibilities in the San Diego territory.

OAKLAND RAIDERS

2013 -2014

Inside Sales Representative

MAY 2013- APR 2014

Cold call-driven sales to engage and prospect new clients to purchase sponsorships, season and premium ticket packages. Primary responsibilities include making high-volume outbound calls, engaging clients in conversation, follow up and handling objections.

ACHIEVEMENTS

SAGAMORE SPIRIT 2018 to 2022

- Region of the Year- 2021
- Highest Volume/New Distribution Market- 2020
- Market of the Year- 2019

REGAL WINE COMPANY 2015 to 2018

- Blue Ring - Sales Rep of the Year- 2016
- Hungry Dog Award - 2015, 2016, 2017, 2018
- Sales Rep of the Quarter Award - 2015, 2016, 2018

OAKLAND RAIDERS 2013 to 2014

- Sales Rep of Quarters 2 & 4- 2014

ENTREPRENEURSHIP

Neat Camper, LLC – Co-Founder 2021 – Present

Mobile Event, Marketing & Bar service for brand partnerships and rentals at festivals, trade shows, events, and activations.

Tip & Sip, LLC - Co-Founder & CEO 2014 – 2016

Online beverage delivery/subscription service, San Diego, CA.

Tweak Apparel, LLC – Co-Founder 2007 – 2011

Lifestyle apparel company focused on action sports/California culture.

EDUCATION

Bachelor of Science, Business Administration, Marketing & Entrepreneurship

Sonoma State University, Sonoma, CA 2013

SKILLS / INTERESTS

Microsoft Word; Excel; PowerPoint; Salesforce, VIP; Karma; Power BI; Access; Outlook; iWeb for Mac; iMovie; Archtics Ticket Systems; Squarespace; SurveyGizmo; Polldaddy; Illustrator; HootSuite

Collegiate Lacrosse (Four-year starter nationally-ranked Lacrosse team; 2012, 2013, 1st All-Conference; 2012, 2013 Honorable Mention, All-American)
Sports, Music, Golf, Pickleball, Hiking, Action Sports, Martial Arts(Black Belt)

