

# TANNEA M. MUSSELMAN

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## ***Experienced multi-tiered beverage professional with culinary degree***

- ✓ Self-motivated and results-oriented professional with expertise in creative marketing campaigns, brand development, cross-functional collaboration, strategy execution, analytics, and operational improvements
- ✓ Culinary arts graduate with a love of the service industry, seasonal ingredients, and pairing food with beverage
- ✓ Strong understanding of the three-tier system having spent time as a supplier, management role within a distributor, and working on the retail side both in purchasing and service roles
- ✓ A successful record of cultivating positive, long lasting relationships with distributors, vendor partners, customers, and coworkers
- ✓ Ability to work under pressure while remaining organized, composed, and confident to navigate guest/internal expectations
- ✓ Tactful written/verbal communicator with proven skills in multitasking, prioritization, time management, coaching, presentation and problem resolution
- ✓ Empowering leader who motivates, inspires, leads, and guides high-performing teams in delivering daily functions, goal achievement, and profitability growth

## CORE PROFICIENCIES

Team Building | Forecasting & Reporting | Team Training & Empowerment | Relationship Building | Guest Relations | Event Coordination/Execution | Budgeting | Distributor Management | Team Leadership | Negotiation Strategic Planning | Analytics Driven | Goal Setting | Strong Tasting Palate | Microsoft Office Suite | VIP, IRI, & Nielsen Data Proficient | Alcohol Server Certified

## PROFESSIONAL EXPERIENCE

### **CraftWorks Holdings | April 2019 – April 2020**

***A \$140 million-dollar restaurant operator based in Nashville, TN with over 390 restaurants including Logan's Roadhouse, Old Chicago, Rock Bottom, & Gordon Biersch which operates in 39 states***

#### **DIRECTOR OF BEVERAGE**

- Added roughly +3% lift in revenue for a \$52 million beverage program across all channels
- Built a strong network of 60+ national account vendor and distributor partnerships through engagement and collaborative programming that include Molson Coors, Constellation Brands, AB InBev, New Belgium, Pabst, Mike's Hard Lemonade, Sierra Nevada, Diageo, Boston Beer Company, Brown-Forman, Tito's, etc.
- Presented annual quarterly business reviews for the C-level leadership team
- Built beer specific server training modules, with cross-function of training department, for our Rock Bottom & Gordon Biersch concepts
- Conceptualized best-in-class business solutions by utilizing analytics & insights to identify gaps and areas of improvement to drive more customers and sales
- Monitored and managed local budgets to control expenses, maximize ROI, and streamline efficiencies
- Effectively planned and executed seasonal beverage menus alongside culinary team for maximum margins and cost retention while remaining competitive and innovative
- Primary liaison for internal restaurant operators and franchise owners to properly execute new/seasonal menus, promotions, LTO's as well as maximize profits
- Conducted bi-annual menu review with add/delete implementation based on sales history, industry data, and trends

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## Stone Distribution Company | June 2017 – February 2019

*A division of Stone Brewing covering distribution for on/off premise accounts including grocery from Santa Barbara, Los Angeles, San Diego, to Palm Springs generating roughly \$97 million in annual revenue selling roughly 6 million cases*

### DISTRICT SALES MANAGER / SAN DIEGO COUNTY

- Managed approximately \$36 million in gross revenue in 2018 and sold roughly 1.5 million cases of craft beer in San Diego and Inland Empire counties in 2018
- Directly oversaw a team of 24 Sales Representatives including three Area Sales Managers and a Key Account Manager
- Increased points of distribution of supplier brands including Stone over +8% (9,446 new accounts) with more than 70% of my top 10 breweries grew double digits in a competitive market
- Grew territory +6% in revenue in 2018 equivalent or roughly 2.5 million dollars while the industry trend was roughly flat for growth
- Partnered with and launched over seven large regional craft breweries within the Stone distributing footprint to include Brooklyn Brewery, 21<sup>st</sup> Amendment, Funkwerks Brewing, Lord Hobo Brewing, Thorn Street Brewing, Cigar City Brewing, and Three Weavers
- Collaborated in weekly forecasting, planning, and new supplier meetings
- Participated in annual business plans for our 46 supplier partners to set goals and revenue budgets for following year
- Maintained regional key account relationships to effectively add value to each other's overall business and come up with creative ideas to continue to drive revenue
- Interviewed, hired and trained an Area Sales Manager as well as multiple Sales Representatives

## Great Divide Brewing Co. | April 2010- June 2017

*An award-winning regional craft brewery from Colorado distributed throughout 15 states as well as internationally*

### REGIONAL SALES MANAGER

- Grew Western Region territory that comprised of Oregon, Washington, Idaho, Southern California, Arizona, and Maui by +27% since taking over the region in 2012
- Constantly delivered and exceeded business growth and revenue goals throughout the regional footprint
- Implemented sales strategies and goal planning with my distributor network to drive distribution, increase visibility while maintain fresh quality product
- Managed growth, inventory, and quarterly marketing budgets for seven distributors
- Executed monthly business letters outlining current trends of each wholesaler/distributor to owner and c-level leadership team
- Planned, managed and executed trade shows to effectively drive more business to the territory through our distribution partners
- Secured 60+ new permanent handles at Yard house on a national level; strong relationships with regional & national chains
- Conducted impactful presentations at multiple distributor partners general sales meetings for 170+ sales professionals and management
- Hired, trained, and managed 2 local sales representatives focused on developing selling skills and strategies to promote self-growth as well as achieve monthly volume and revenue goals

### Additional Experience:

- **SERVER/ PREP COOK** | Fuel Café Denver | 2007-2010

## EDUCATION & TRAINING

**Bachelor of Science in Culinary Nutrition** | Johnson & Wales University, Denver, CO | May 2009

*Magna Cum Laude, Dean's List*

**Certified Beer Server** | Cicerone Certification Program 2012

**Certified Specialist of Spirits** | In Progress 2020