

Antonette (Toni) Chadwick

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Professional Experience

2018-present. O'Neill Vintners & Distillers, Parlier, CA

National Accounts Manager – On Premise

Recruited to O'Neill

- Manage National Account On Premise business for the 7th largest winery in California – specializing in the production of premium wine brands, custom/private labels, brandy, spirits and bulk wine sales
 - Manage National Distributor, Broker and Marketing Agency partners.
 - Collaborate with National Partners to increase sales through development of market plans by conducting strategy, planning, execution and KPI review meetings, presentations, goals, implementing incentives, communicating pricing, inventory, new item/innovation and market opportunity updates.
 - Build and grow sales and company/brand recognition, employing: Consultative and Solutions-Based Sales approach, Trend & Data Based Presentations and utilization of strong buyer relationships
 - Key programs activated in: Mastro's, Chart House, Claim Jumper, McCormick & Schmick's, Landry's Seafood, CA Muer, Il Fornaio, House of Blues, Paul Martin's American Grill, Jimmy's Famous American Tavern, Javier's

2003-2018. Wine Warehouse, Commerce, CA

National Account Executive

Recruited back to Wine Warehouse

- Directed sales, revenue and management of over 80 National, Regional and Hotel Account groups throughout the US
 - Major National Accounts include *Cheesecake Factory, Landry's, Black Angus, XRG, House of Blues, Neiman Marcus, Nordstrom, Paul Martin's American Grill, Specialty Restaurant Corp., and Tommy Bahama.*
 - Major Regional Accounts include *Aloha Group, Bluewater Grill, Gala Corp. (Famous Dave's Franchise), Gina's, Hennessey's, Lucille's, Hornblower, Javier's, King's (Specialty and Fish House Divisions), Market Broiler, Nick's, Pieology, Red O, Sharkeez, Sol Cocina, Taps, Urban Plates, Waterfront, Zov's, and Pacific Hospitality Group.*
 - Major brands include *Gallo, J. Lohr, Fess Parker, Far Niente, Heitz, Trefethen, Dry Creek, 3 Badge, Empson, Dreyfus Ashby, Prestige, Four Roses, High West, Del Maguey Mezcal, Fortaleza Tequila, and MS Walker.*
 - Responsible for 108K+ cases and \$7.6MM+ in revenue.
- Working with senior management, suppliers, marketing agencies and brokers, responsible for growing POD, case and revenue goals including account specific sales strategies and pricing.
- Maintained current sales and developed new sales/placements through key relationships and professional presentations

2001-2003 Pietra Santa Winery, Cienega Valley, CA

Regional Sales Manager

Recruited to Pietra Santa Winery by former colleague from J. Lohr

- Managed Distributor and Chain/General Market Sales for a 60K+ case winery in the Southern California and Nevada markets
- Increased distributor General Market sales by 200% and Chain Distributor sales by 100%
- Maintained current sales and developed new sales and placements

1998-2001 J. Lohr Winery, San Jose, CA

Area Manager

Recruited to J. Lohr

- Managed Distributor and General Market Sales for a 500K+ case winery in the Southern California market
- Generated increased sales in South Los Angeles, Orange County, and San Diego by approximately 30%
- Assisted in expanding out-of-state sales, distribution and marketing

1996-1998 Sonoma Creek Winery, Sonoma, CA

Regional Sales Manager

- Managed Distributor Chain/General Market Sales for a 65K+ case California winery
- Increased General Market sales by 300% and Chain sales by 100%
- Developed sales, distribution and marketing objectives for multi-state region

1995-1996 Wine Warehouse, City of Commerce, CA

Broad Market Sales Consultant

- Opened and developed new/existing territory business in Los Angeles area
- Increased sales by 20% from previous year
- Created wine lists, conducted staff trainings and developed incentive programs

Education

California State University, Long Beach

Master's Degree – ECE

WSET Certified

California State University, Long Beach

B.A. Liberal Studies

Psychology Concentration

Training/Skills

University of California, Davis "Sensory Evaluation of Wine Seminar", District training in Wines/Spirits/Beers of the world, Diver/BI Reporting Systems, proficient P.C. skills including Microsoft Office Suite: Word, Excel, Power Point and other various applications.