



Sheila Garcia

EXECUTIVE SUMMARY

I am approachable, detail oriented, and have a proven history in sales, account, portfolio & distributor management. I pride myself for having excellent communication, interpersonal skills and for my ability to forge long term relationships with my customers.

CONTACT DETAILS

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Home Address: 813 S. West Shore Blvd
Tampa, FL 33609

PERSONAL SKILLS

- Budget & Expense Management
- Customer Satisfaction
- Inventory Management
- Marketing & Strategy
- Independently Motivated
- Highly Organized
- Event Specialist

REFERENCES AVAILABLE UPON REQUEST

WORK EXPERIENCE

Fetzer Vineyards 2014 - 2020

Director of National Accounts, On Premise / 9/2018-7/2020

- Create long term relationships with my customers to ensure delivery of a well curated, profitable beverage program.
- Gained recognition for quickly gaining and rebuilding our customer portfolio
- Partnered with marketing groups to maximize returns and ensure full legal compliance for my customers.
- Managed distributor relationships in 30 states including more than 40 different distributor operations.
- Direct contact and business manager for all national and regional buyers for 30 states

Fetzer Vineyards

State Director, Florida/ 2014-2018

- Emphasis on portfolio, distributor, and personnel management.
- Ensured consistent growth in sales while highlighting inventory management, profitability & budgets
- Portfolio has grown from 250,000 cs/yr to over 1 million in this time frame.
- Implemented new structures and executed a statewide merger to raise our presence from a top 25 company to a top 3

Fetzer Vineyards

Customer Strategic Director & District Manager

- Assisted in continued rebuilding brands from prior ownership to cultivating a new corporate culture and image in Florida.
- Directly managed regional and national chain accounts to increase programming, streamline inventory, and ensure profitability
- Accounts included Publix, Whole Foods, Waldorf Astoria, Hilton, Aimbridge Hotels & McCormick and Schmidt
- Leveraged knowledge on industry trends and options to gain incremental sales

Opici Wine Company 2004-2014

State Chain Manager, Fine Wine Specialist & District Manager

- Maintained growth resulting in 25-36% gains annually in both profits and sales.
- Aided in implementation and managed a partnership with Bernie Little, Budweiser, allowing sales expansions to more than 1,500 accounts.
- Created opportunities for lesser known brands allowing a growth platforms in Publix, Costco, ABC, CPWM & The Fresh Market

ACADEMIC PROFILE

Saint Leo College - BA Human Resources, 1994

Franklin Covey Management Training 2018-present

Court of Master Sommeliers

Level 1 Certified