

MATTHEW R. TABENKEN

matthewtabenken@gmail.com • 207.899.1229 • Portland, Maine • [linkedin.com/in/matthew-tabenken](https://www.linkedin.com/in/matthew-tabenken)

PROFILE SUMMARY

Sales & Pricing Strategy | P&L Management | Team Leadership

Performance-driven leader, strategic planner and sales development manager with history of sales achievement through strong analytics along with fact-based planning and implementation skills. Complete P&L responsibility in highly competitive consumer product-intensive beverage industry. Develops strong partnership/mentoring relationships with individuals at all levels of the organization and collaborative alliances with suppliers, distributors and brokers.

SKILLS AND EXPERTISE

- Initiate/Nurture Business Relations
- Develop/Lead Top Performing Teams
- P&L Budget, Forecasting, Planning
- Sales, Pricing and Promotions
- Business Analytics and Metrics
- Increase Market Share/Profits
- Chain & Liquor Board Presentations
- Focused, Assertive, Objective Driven
- Software; MS, Anaplan, Qlik, IRI

SELECTED ACCOMPLISHMENTS

- **Results Oriented Leader:** Developed high performing, dedicated teams through trust, credibility, clear expectations, accountability and recognition. Led teams to achieve highest percentage of KPI attainment in region for displays, new placements on/off premise, wine/drink list placements and menu features. Earned second place for executing best off premise program which increased sales by 12%.
- **Business Development:** Increased state spirit volume by 22% over a three-year period with double digit growth on all brands. Obtained matching funds from state liquor commission to reduce per case promotional support. Developed local ad print/ecommerce/radio marketing support programs resulting in new on/off premise distribution. Expanded chain authorizations, secured display planner positions, obtained flyer ads with key retailers to drive value.
- **Financial Management:** Increased three state region commercial contribution during a seven-year period from \$12M to \$22M exceeding 2019 goal by \$630K. Devised price promotional calendars for all markets, reduced per case promotional costs, and improved return on investment of top selling SKUs.

EXPERIENCE

Moet Hennessy USA | New York, NY

2008 – April 2020

Market Manager: ME, NH, VT

- Created and executed sales pricing strategies and marketing programs representing 150 K cases or 13% of Control Region volume and 15% of commercial contribution; \$1.5M price promotional budget and non-price budget of \$400K.
- Devised KPI goals to ensure volumetric and brand contribution achievement by market. Prepared and conducted monthly business reviews using analytical software programs to hold broker/distributor accountable to plan.
- Projected monthly rolling forecast by SKU for three markets, managed bailment inventory forecasts, and negotiated pricing promotions with Liquor Control Commissions and wholesalers.
- Increased annual NH sales volume from 38.5K cases to 133.2K cases generating \$42M in sales revenue and managed NH pricing structures and promotional calendars to maximize profitability while growing volume, which resulted in number two regional ranking for commercial contribution per case.
- Achieved number one display location six of 12 months on NH Liquor Commission Monthly Floor Planner, resulting in number one and four profitability rankings for Moet & Chandon and Veuve Clicquot champagne.
- Recognized for top increase in Hennessy region sales volume of 77% and advancement in on/off premise distribution standards, shelf set and menu goals. Awarded Hennessy Goldmine award 2013-2018.
- Created highly successful local marketing support programs; mail-in and instant redeemable coupons with food recipes, multi-brand mail-in refund and sweepstakes programs to gain floor planner positions in State Store and chain grocery segments.

Beam Wine Estates | Healdsburg, CA

2004 – 2008

Regional Manager: New England/PA

- Implemented turnaround strategies (pricing, promotional, incentive and consumer pull programs) in all markets, resulting in 15% year/year volume increase in Northern New England.
- Created and presented programs to New Hampshire Liquor Commission which increased sales of Clos Du Bois by 15% during 2006, and additional 14% in 2007 with total portfolio volume increase of 10% in 2006 and 16% in 2007. Obtained number 1 and 2 floor positions during key selling months, contributing to 22% volume increase for Geysler Peak and 53% for Wild Horse for January-November 2007.
- Achieved new product authorizations utilizing market-specific IRI data in national/regional chains such as BJ's Wholesale Club, Hannaford (Delhaize Group), Market Basket, and Shaw's Supermarkets.
- Selected to assume Northeast Regional responsibility at BJ's; assisting national accounts to make presentations and implement marketing programs that increased volume by 27% vs. prior year.

The Long Flat Wine Company | Durham, NC

2002 – 2004

Regional Sales Manager: Northeast

- Established a distributor network from Maine to Delaware, partnering with distributors to develop sales goals, pricing and programming strategies.
- Increased sales to 28,000 cases from an annual volume base of 400 cases within one year. Northeast region accounted for 65% of total company volume.
- Managed design and sourcing of point of sale material; shelf talkers, case cards, sell sheets, and wearables.
- Achieved chain authorization of ten SKUs in Shaw's Supermarkets (Division of Supervalu Supermarkets).

Brown-Forman Beverages Worldwide | Louisville, KY

2001 – 2002

Global Brands Manager: Long Island, NY

- Developed and implemented three-year sales plan with distributors, creating and executing sales and pricing proposals by analyzing national data sources in order to customize national programs, and establish local market share goals and distribution objectives.
- Awarded National Recognition for best overall new product introduction which included highest percentage of on and off premise distribution, cases depleted and creative salesperson's incentive program.
- Received "Territory of the Year" award for largest increase in depletions (31%) and largest growth (65%) in territorial profit. Increased total brand depletions by 11% for three state territory while improving profit by 26%.
- Achieved 56% increase in annual sales of Woodford Reserve through implementation of bin display programs and ad features with 85% of retailers advertising in *The Boston Globe*. Increased on premise account sold base by 22% through creative distribution/incentive programs.

Caravelle Wine Selections | Avon, CT

1999 – 2001

Area Sales Manager: Eastern Region

- Formulated sales goals, marketing and pricing plans for thirteen state region through partnering with distributors and brokers. Successfully managed a diversified portfolio with specific business channels and brand objectives.
- Implemented programs with wholesalers and brokers that increased distribution, displays and ad frequencies resulting in successes such as increased shipments of Rothschild wines by 47% for Q4 period.

EDUCATION

M.B. A. Marketing and Finance | Georgetown University | Washington, D.C.

B. A. Economics and Political Science | Ohio Wesleyan University | Delaware, OH

- Magna Cum Laude
- Phi Beta Kappa