

# BRUCE J. JACOBSON - Sales and Marketing Manager

**Address** 752 Barberry Road, Highland Park, IL 60035  
**Phone** 312.848.7690  
**E-mail** [brucejayjacobson@gmail.com](mailto:brucejayjacobson@gmail.com)

## Summary

A progressive, creative, competitive sales and marketing oriented manager in the Beverage-Alcohol Industry. Experienced in all phases of product marketing and placement including local and regional on-premise, off-premise, chains and national accounts. Highly regarded within the industry as a motivated, flexible, result driven, professional who is successful with customers, peers and subordinates as both a team player and leader.

## Work Experience

**HEAVEN HILL BRANDS** **BARDSTOWN, KY.** **1998 – June 2017**  
**ILLINOIS, WISCONSIN & INDIANA REGIONAL SALES MANAGER**

- Responsible for sales and marketing of all Heaven Hill labels throughout region.
- Work with complex distributor networks of Southern, Glazer, Wirtz and Badger
- Accomplished overall sales increases and goal accomplishment for three years in a row.
- Set up unique sales promotions for multiple brands.
- Call on and make presentations to Key Buyers in all classes of trade both nationally and within Region.
- Hired and trained both Area and State managers.

**HYPE BEVERAGE COMPANY (USA)** **Los Angeles, CA** **2 Years**  
**EASTERN UNITED STATES MANAGER**

- Responsible for all sales and marketing related issues east of the Rockies
- Set up distributor network
- Hired and managed sales and promotional personnel.
- Worked with brokers both nationally and regionally.

**PABST BREWING COMPANY** **MILWAUKEE, WI** **3 Years**  
**ASSISTANT EASTERN SALES MANAGER**

- Managed all Eastern Division sales personnel.
- Served on the Executive Advisory Committee

**JOSEPH. E. SEAGRAM & SONS CORP., NY, NY.** **15 Years**  
THE SEAGRAM BEVERAGE COMPANY  
**NORTHWESTERN UNITED STATE REGIONAL MANAGER**  
General Wine & Spirits – Northern California Manager  
Corporate National Accounts-Northwest (included Hawaii)

- Converted a control market system to an open market distributor network (466% sales increase)
- Corporate "MAN OF THE YEAR" award
- Two-time recipient of "GOLDEN ACHIEVER" award for outstanding sales performance and goal accomplishments.

- Development and implementation of a training program converting college recruits to merchandisers; resulted in A.C. Nielsen rating of products having most displays & highest sales.
- Created local media sales events; sales increase of 250% over three months.

**CARILLON IMPORTERS LTD. NY, NY.**  
[NORTHWESTERN DIVISION MANAGER](#)

**8 Years**

**THE JOS GARNEAU COMPANY, Louisville, KY.**  
**Division of BROWN-FORMAN DISTILLING**

**3 Years**

[SALES REPRESENTATIVE, CA](#)

## SKILLS

- Strong one on one communication skills.
- Significant experience with large group presentations
- Strong & creative problem-solving skills
- Proficient with social media for product placement and advancement
- Strong mentoring skills; development of team members to advance & increase their value within the corporate structure.
- Strong command of computer programs current and relevant to the industry.
- Reputation for integrity, honesty & fair-play in the Beverage-Alcohol Industry.

## Education

**Bachelor of Arts Degree, English, Temple University, Philadelphia, Pennsylvania**

