

Jon S. Davidson

Mt Prospect, IL (773) 818-6644 jd2537@gmail.com

PROFESSIONAL EXPERIENCE:

St Killian Importing, Everett, MA

2011 – 2020

Market Sales Manager

- Territory averaged over \$7mm per year in gross revenue during tenure via expanded distribution at current accounts and gaining new accounts, plus solidifying draft business.
- Grew the territory an average of 3% per year by doing fundamental brand building and improving distributor relationships.
- Wrote annual business plans to set intentions for the year for each distributor and hit distribution goals.
 - Goals were based on sales and distribution.
 - Each distributor was reviewed on timetable based on their size and goals.
- Responsible for all of the company's almost 60 beer and spirits wholesalers within the assigned territory of Illinois, Wisconsin, Minnesota, Iowa and Missouri.
- Maintained an inventory goal of 30 days sales at the distributors and asked for orders when below projected needs.
- Held annual planning meetings and further reviews with brand managers and distributor principals dependent upon size of the distributor.
- Represented the portfolios for almost 20 breweries and several distilleries out in the trade.
 - Each supplier had multiple products and in some cases multiple brands.
- Managed two direct reports and each improved the business with guidance.
- Made sales calls on both on and off-premise independent retailers.
- Made sales calls on national chains.
 - Headquarter calls included Binny's, Jewel-Osco, Fresh Thyme and Roundy's.
 - Each account required monthly and annual programming.
 - Gained and expanded distribution for each account.

Zonin USA, Charlottesville, VA

2010 – 2011

Regional Sales Manager

- Grew territory at 2% for 2010; grew at 30% in 2011.
 - Collaborated with distributors to increase distribution.
 - Made sales calls on accounts directly.
- Wrote the suggested pricing and programming for region
 - Both the company and distributor margins were met while growing the business.
- Hired and trained a sales representative for the Chicago area who grew the business, especially sales by the glass in the on-premise category.
- Sold a portfolio of over 70 wines representing several regions of Italy and many different varietals.
- Oversaw a broker for the state of Minnesota.
 - Established sales and distribution goals.
 - Agreed to and set pricing to maintain the company's suggested retail strategies.
 - Trained to improve broker's sales team's product knowledge.

Scottish & Newcastle Importers Co., San Rafael, CA

1997 - 2008

National Accounts Manager

- Last position with the company meant calling on all on-premise chains within 38 states for company growing +10% year over year.
- Made sales calls on accounts as varied as restaurants, concessionaires, and airlines.
- Managed a budget of over half a million dollars and stayed within budget.
- Increased the number of buying accounts from eight to twenty three.
- Trained new sales staff for national accounts on-premise division after the company added additional personnel due to the division being restructured.
- Initially started calling on national on and off-premise accounts for a nine state area when the position was first created.
- Was promoted to National Accounts Manager from being the Colorado/Wyoming sales manager.
- Was the sales manager for Florida.

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COMPUTER SKILLS

- Microsoft (MS) Word
- Microsoft (MS) Excel
- Microsoft (MS) PowerPoint
- Google Documents

TECHNOLOGY and DATA

- IRI
- Nielsen
- iDig and KARMA (Vermont Information Processing)
- COGNOS

LINKEDIN

- [**linkedin.com/in/jondavidson2537**](https://www.linkedin.com/in/jondavidson2537)

EDUCATION

University of Vermont, Burlington, VT

- Bachelor of Science, Small Business Management

TRAINING

- Certified Beer Server (Cicerone Certification Program)