

# HOLLY BEACH

LEADER OF BRAND, SALES, STRATEGY, CULTURE, GROWTH

|  |                                   |                               |                      |                                 |
|--|-----------------------------------|-------------------------------|----------------------|---------------------------------|
| <b>IFAR</b><br>Myers-Briggs<br>Personality | <b>20+</b><br>Years' Work<br>Exp. | <b>3</b><br>States<br>Managed | <b>30+</b><br>Brands | <b>6+</b><br>Market<br>Segments |
|--|-----------------------------------|-------------------------------|----------------------|---------------------------------|

Established years of “well rounded” experience and credibility in the luxury beverage, restaurant, and retail business. Received twelve awards for being a top performer in the country. High level of ethics and leadership, while committed to success and high-energy teamwork through the achievement of strategically planned business objectives. Possesses a valuable combination of interpersonal skills, solid organizational skills, finance, and analytical insight, IT, marketing, and sales knowledge.

## WORK EXPERIENCE

March 2012 – July 2020



### Ste. Michelle Wine Estates, Senior Key Account Manager

#### ~Business Development Manager of the Year 2019

- ~Lead cross-functional teams to work together for a common goal to enhance company standing with all levels of supply chains.
- ~Directed thirty-two Indi/chain salespeople. Increased depletions from three to ten thousand cases a month on the most recent product launch.
- ~Supervised sixty-eight on-premise sales representatives, including training, motivating and implementing sales programs.
- ~Championed a luxury-focused distributor sales team of six people, fostering an independent, cohesive, and productive team environment.

Feb 2007 – March 2012



### Moët Hennessey USA, Atlanta, GA: Distributor Manager

- ~Design, implement and manage marketing, tactical, and forecasting plans to achieve sales goals.
- ~Manage accounts by closing deals, planning orders, monitoring inventory, and coordinating promotional activity.
- ~Managing and increasing sales within the distributor, including organizing sales meetings, programming, calling on key customers, and incentives.
- ~Managing nationwide promotions with both distributors and retailers to grow sales.
- ~Negotiating at the corporate level with the retail chains to get product lines on the shelf, growing sales by getting ads, end caps.

404.272.9192  
[hrosslow@gmail.com](mailto:hrosslow@gmail.com)

[linkedin.com/in/holly-beach-9608525](https://www.linkedin.com/in/holly-beach-9608525)

2558 Lakeview East Trail Atlanta, GA, 30316

## BRAND MANAGEMENT BELIEFS

**Focus Not Limit:** Education on who and what's essential to the brand and business. Maintain the balance not to let the urgent consistently displace the important.

**Build Excellent Teams:** Nurture High-performance teams, and focus them toward business goals, inspire them toward boldness.

**Stand Out:** Winning brand teams stay focused on what sets them apart from the crowd.

**Storytelling and Meaning Management:** Great brands nurture and manage their cultural narrative and understand what role they play in the lives of their customers and society. Using data to tell a story creates relevance.

## WORK EXPERIENCE CON'T

Oct 2005 – Feb 2007

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### Ultimate Distributors Inc., Atlanta, GA: Territory Manager/Field Sales Representative

~Created an on/off-premise Atlanta territory with a startup company in less than sixty days.

~Opened eighty accounts in the first six months based on tenure within the industry.

~Speaker for thousands of consumers and trade alike. Examples are Susan G. Komen Breast Cancer Foundation Charity Event, Hilton Auction, Le Cordon Bleu, Georgia Governor's Mansion, global sales meetings, Sommelier Wine Guild, and Kennesaw State College.

2001 - 2005

~Grapefields Fine Wine Distributors, Atlanta, GA - Wine Specialist

~Lo Spuntino Wine Bar/Viansa Winery, Atlanta, GA - General Manager,

~Buckhead Fine Wines, Atlanta, GA - Director of Operations,

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## PERSONALITY TYPE

Myers-Briggs Personality Type: I F A R

Individualization | Focus | Achiever | Restorative

*IFARs are continually scanning the environment for opportunities and possibilities. They are exceptional trainers, putting more than required in each task. People count on their superior communication and outstanding education. Quick, imaginative, and resourceful in solving new and challenging problems,*

## EDUCATION

**Master of Business Administration, MBA, Hospitality.** Washington State University, Pullman WA. My theses were used as a superior presentation example for future classes: <https://www.youtube.com/watch?v=q0lX-HxxL84&t=11s>

**Bachelor of Science, BS, Management,** University of Phoenix

## CERTIFICATIONS

**Microsoft Product Specialist/Microsoft Certified Professional**

**Microsoft Certified Engineer.** New Horizons, Atlanta, GA

**Certified Sommelier,** The Court of Master Sommeliers, 2002

**Certified Specialist in Wine,** Society of Wine Educators, 2008

**WSETII 2018**

## SELECTED SPEAKING ENGAGEMENTS

Susan G. Komen Breast Cancer Foundation Charity Event, Hilton Auction, Le Cordon Bleu, Georgia Governor's Mansion, global sales meetings, Sommelier Wine Guild, and Kennesaw State College.

## VOLUNTEER EXPERIENCE

**Les Dames d'Escoffier International:** Served three years as Committee Director for our largest charity event of the year. Raised over \$400,000 for Georgia organics and scholarships for women in the food and wine industry.

**Georgia Notary Commission,** February 24, 2019-February 24, 2024.

**Atlanta Community Food Bank,** Co-Chair of the Advisory Board.

## BRANDS WORKED ON/SKILLS MASTERED

DOM PERIGNON

VEUVE CLICQUOT

MOET & CHANDON

STAG'S LEAP WINE CELLARS

ANTINORI

BELVEDER

DEVELOPING HIGH PERFORMING TEAMS

BEVERAGE INDUSTRY EXPERT

GLENMORANGIE

ARDBEG

BELVEDERE

NUMANTHIA

SALES OPERATIONS

STRATEGIC SALES LEADERSHIP

RELATIONSHIP BUILDING

BRAND STORYTELLING

SALES OPERATIONS

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