

Lori Barranon

Expert business development and management skills in the Beverage Industry with over 15 years of experience. Extensive knowledge in both Domestic and International products. Proven track record managing Distribution and assigned accounts to consistently achieve annual sales goals while maintaining complex budgets. Proven track record of surpassing sales goals and growing national accounts. Passionate in achieving constant client satisfaction through trust, loyalty and innovation. Extensive global contacts in the Wine and Spirits Industry.

EMPLOYMENT

2012- Present
2009- 2012

DIRECTOR OF NATIONAL ACCOUNTS SOUTHEAST– Ste Michelle Wine Estates

BUSINESS DEVELOPMENT MANAGER NORTH FLORIDA– Ste Michelle Wine Estates

- + Manage key accounts including **Red Lobster, Walt Disney World, Hard Rock International**, Firebirds, and Benihana.
- + Developed business plans for each account and grew depletions by 4% in 17 & 5% in 18, inclusive of multiple glass placements at Walt Disney World, Hard Rock, Miller's Ale House, Tavistock and Benihana
- + Manage sales budgets, inventory, quarterly and annual goals
- + Prepared and presented business review with the Distributor to achieve sales goals for calendar year
- + Develop , present & execute annual and quarterly RFPs for assigned accounts.
- + Managed inventory, pricing and Distributor bill backs
- + Secured the Champagne pour at Epcot netting 1200 cases annually
- + Awarded the catering pour at the World Center Marriott netting 1700 cases
- + Secured the catering pour at the JW Marriott Grand Lakes resulting in 1500 cases annually

2006 - 2008

ACCOUNT MANAGER NORTH FLORIDA– FOSTERS WINE ESTATES

- + Executed new product launches on and off premise
- + Increased list and by the glass placements by 35% on premise and increased distribution levels, shelf space, and feature/display activity in Publix by 12%Present complex analyses to clients
- + Coordinated programming, promotion and pricing execution of Southern Wine & Spirits

2004 - 2006

FIELD SALES MANAGER NORTH FLORIDA – AUGUSTAN WINE IMPORTS

- + Manage and develop 6 territory managers
- + Responsible for inventory in three warehouses
- + Responsible for all fine wine retail shops in Central and North Florida including ABC Fine Wine and Spirits, Talk of the Town Restaurant Groups, Walt Disney World, Whole Foods Market, Swan and Dolphin Hotel, Gaylord Palms, Tim's Wine Market
- + Managed Winn Dixie, Publix and all Independent Package within territory
- + Increased sales from \$60k to \$200k in 05 for ABC Fine Wine and Spirits

CREDENTIALS

Court of Masters Certified Sommelier

WSET Level 2 Certified

Hillsborough C. C. – Business Administration

Antinori Sales Person of the Year

Champagne Nicolas Feuillate East Region Sales Person of the Year

Two time President's Club winner National Accounts Ste Michelle Wine Estates

SKILLS

Business development, team management, account management, national accounts relationships, logistics, inventory/warehouse management, budget planning, event management, Microsoft Office Suite, Adobe Acrobat Pro. RFP Management