

SHANNON L. FELTON
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SOUTHEAST REGIONAL MANAGER

Extensive experiences in sales management in the Wine and Spirits Industry. A strategic thinker, able to create new sales and marketing programs. Effective at all positions of responsibility while managing and developing others. Well organized with the ability to meet deadlines, maintaining within budgets and continuously striving to meet annual sales goals.

PROFESSIONAL EXPERIENCE

STE. MICHELLE WINE ESTATE– Woodinville, WA

July 2008 - July 2020

Senior Key Account Manager – Florida,

January 2012 – July 2020

Represent the Antinori and Ste Michelle Wine Estates portfolio to Southern Glazer's Wine and Spirits (SGWS) in Florida for all divisions.

- Diversified in all divisions, On-premise and Off-Independent Package, Chain, Hotel and National Accounts.
- Provide South Florida Southern Glazer's Wine and Spirits Sales Directors, Sales Managers, Area Managers and Sales Consultants vital Ste. Michelle Programs, communicate growth plans to SGWS to achieve sales, marketing and profit objectives. Educate and motivate sales force, consumers and industry professionals.
- Liaison for Florida National/Regional Accounts, responsible for integrating all national and regional programs to the Southern Glazer's Wine and Spirits National Account Team in Florida representing over 70,000 cases. Execute National Account Programs from Ste. Michelle Wine Estates, to facilitate goals, ensure inventory, organize and conduct educational seminars, execute quarterly business reviews, and maintain mandatory/optional placements.
- Develop and cultivated relationships with key customers and execute special events to facilitate Ste. Michelle Wine Estates sales growth within assigned territories, achieved 103% of goal in 2018. Increased the On-premise Independent business for Florida by 2.4% for a total of 70,987 cases in 2019. Increased Rapoport Group by 193% for 2019 for an additional 367 cases.
- Assist in inventory management, programing, pricing, monthly, quarterly and yearly reviews. Proficient in IDIG, Compass, Diver, Cognos, IRI Liquid Data, Tableau and Microsoft 365.
- Successfully maintain company budgets, depletions, market share grew 5.1% and profitability.

Business Development Manager – Atlanta, GA

July 2008 – December 2011

Represent the Antinori and Ste Michelle Wine Estates portfolio to United Distributors.

- Conducted sales meetings, product launches, educational seminars and created incentives programs for the On-premise channel.
- Managed preparation & presenting the On-premise portions for all quarterly and annual business reviews.

GEORGIA CROWN DISTRIBUTING – Atlanta, GA

October 2003 – April 2008

Area Manager – Wine Director

- Managed wine and spirits sales personnel On-premise; supervised 5 District Sales manager and 18 Sales Representatives, including interviewing, coaching, motivating, mentoring, creating and implementing achievable development plans and delivering performance reviews.
- Analyzed inventory and forecasting reports, monitored daily gross profit reports and reviewed supplier entity grants and adjusted as needed.
- Extensive experience in creating a variety of sales and marketing materials including but not limited to point of purchase displays, special events, trade shows and event materials.

District Sales Manager

July 2003- October 2003

Sales Representative

July 2000- October 2003

EDUCATION

Louisiana State University - Baton Rouge, LA - January 1994 – July 1995

WSET Level II, International Sommelier Guild Level 1, Sterling Spirit & Wine, The Whisky Networks - Certified Whisky Network Levels 2

Regional of the year 2008 & 2009