

# BARRON BELTZ

## VICE PRESIDENT DIRECTOR OF SALES

*Leadership with Integrity*

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🌐 /barronbeltz

📍 - Dallas-Fort Worth, Texas  
- Open to Relocation

### SUMMARY

Fine Wine Executive who leads with integrity, character, confidence and vision. Invests in enduring relationships with customers and partners; forms and values camaraderie with teammates. Creates a culture of collaboration where resourcefulness, creativity, work ethic and achievement are celebrated. Exudes a genuinely warm, enthusiastic and optimistic disposition. Radiates a contagious passion for Fine Wine. Brings 25-years of consistently brilliant success operating as both a Vice President within the 2nd largest US distributor and a Sales Director for prestigious and iconic wineries both domestic and import.

### SKILLS

- Sales & Marketing Planning & Execution
- Brand Building: New & Established
- Goal Creation, Forecast & Achievement
- Revenue & Profit Optimizing
- Budget & P/L Management
- Negotiating & Building Solidarity
- Strong Business Acumen
- Keenly Developed Interpersonal Skills
- Organizational and Analytical Expertise
- Distributor Management: Internal & External
- Customer Acquisition & Development
- Staff Recruiting, Equipping & Motivating
- Clear & Constructive Communication
- Leadership & Sales Training
- Dynamic Presentations & Public Speaking
- Advanced Global Wine Knowledge
- Proficient in Mac & MS OS + Office
- Languages: English-fluent; German-advanced

### CAREER EXPERIENCE

#### Founder & Creator

**WineMissionary.com**

**DFW, Texas & Germany**

**April 2018 - Present**

*I created and launched the Wine Missionary website and YouTube channel when I lived in Germany in order to inform, educate and advise wine lovers in Europe through wine reviews, videos and articles.*

- Wrote and published educational articles and hundreds of wine reviews.
- Designed, created, edited and published dozens of engaging & educational videos.
- Hosted Wine Seminars to educate consumers about the world of European wine.

#### Founder & Operator

**Gospel 4 The Nations**

**Malaysia & Germany**

**March 2016 - Dec 2020**

*My family made a 5-year commitment to live abroad and bring Humanitarian Hope to Refugees, Elderly and Orphans. Additionally, I consulted, advised and mentored international, Global Workers.*

#### Director of Sales, Southwest

**Santa Margherita USA**

**DFW, Texas (home office)**

**Sept 2015 - March 2016**

*In January 2016, Santa Margherita USA began handling their own iconic brand plus 7 others. Their Pinot Grigio was the US's #1 Selling Wine above \$25, #1 in Restaurants, and sold 650,000 cases annually.*

- I was recruited and hired in Sept 2015 to build a team and create infrastructure within distributors.
- Created pricing & profitability structure, and established pricing & programming with distributors.
- Recruited and trained 6 District Managers with character and proven track records of success.
- Southwest Region: TX, CO, NM, OK, KS, MO, LA, AR and MS

## **BARRON BELTZ - Career Experience cont'd**

### **Sales Director and Partner, Southwest**

**FOLIO Fine Wine Partners      DFW, Texas (home office)      Aug 2011 - Sept 2015**

*In 2004, Michael Mondavi (Robert Mondavi's oldest son) along with his wife, son & daughter founded FOLIO to represent their family's new Napa winery along with iconic, family-owned wineries around the world incl: Ornellaia, Masseto, Bruno Giacosa, Dal Forno, Frescobaldi & Charles Heidsieck Champagne.*

- Earned "Stunning Colleague" and "Partner" status for exemplary performance and leadership.
- 4-year Overview: Revenue: +26.5%; +\$1.4-Million Net Income: +46% Avg FOB: +\$8/case
- Achieved Bonus metrics each year while staying within expenditure budget.
- Responsible for managing all internal aspects of regional business: owned the operating budget with robust & detailed annual planning for both financials and brands, plus monthly analysis, reviews & strategies; built and administered pricing models by state.
- Responsible for all aspects of distributor management: monthly planning, programming & marketing meetings; quarterly business reviews; pricing & profit negotiation; chargebacks; inventory forecasting; general sales meetings; brand launches; pre-sales; event planning & execution.
- Recruited, trained and supervised 2 direct reports: TX State Manager and Mountain Area Manager.
- Actively engaged in market activities: winemaker visits; seminars & tastings; key account calls.
- Southwest Region: TX, LA, NM, OK, CO, NV, NE, ND & SD

### **Vice President, Sales and Marketing**

**Republic National Distributing Company      Oklahoma      Jan 2007 - July 2011**

*RNDC is the 2nd largest wine and spirits distribution company in the United States.*

- Exceeded Revenue and Profit Goals each fiscal year while staying within expenditure budget.
- 4.5-year Overview: Grew Revenue +71% reaching \$100-Million and 1-Million cases annually.
- Responsible for managing 3 Sales Divisions and overseeing business for 55 wine and spirits supplier partners, including: Pernod Ricard, Constellation, Beam Global, Patron, Sidney Frank, The Wine Group, Delicato, Coppola, Rodney Strong plus dozens of Luxury and Ultra-Premium Wineries.
- Actively recruited and developed new business with dozens of wineries and spirits companies.
- Directed 4 Statewide Sales Managers & Teams plus 2 Marketing Managers.
- Engaged in all supplier business reviews; created and executed market plans accordingly.
- Oversaw all Sales support initiatives: Marketing, Pricing, Programming & Inventory Management.
- Owned the operating budget: responsible for employee costs & expenses budget; meticulously analyzed, tracked and forecasted revenue, profit, expenses and cases sold by supplier and strategized, adjusted and executed accordingly to attain budgets and goals.

### **Sales Manager, South Central**

**The Hess Collection Winery      DFW, Texas (home office)      Dec 2003 - Dec 2006**

*Established in 1986 on Mt Veeder, Napa, this iconic winery helped pioneer elegant, mountain wines.*

- Exceeded Revenue and Profit Goals each fiscal year while staying within expenditure budget.
- Awarded Regional Sales Manager of the Year for fiscal year 2006.
- 3-year Overview: Revenue: +53% Cases: +44% The strongest regional performance in the country.
- Southwest Region: TX, LA, MO, KS, OK, AR

### **Field Development Manager**

**Republic National Distributing Company      DFW, Texas      July 1992 - Nov 2003**

- Created & facilitated Leadership & Sales Training Programs + Sales Dept. Recruiting & Onboarding.
- Previous to this role, I was promoted 6 times in 8-years in Fine Wine Sales & Sales Management roles.

## **EDUCATION & CERTIFICATIONS**

- Advanced Wine Studies: WSET, On-Site Wineries
- Achieve Global: Certified Leadership & Sales Trainer
- Collin College: Business Management Studies
- Volkshochschule: Advanced German B2.2 Level
- Dale Carnegie Institute: Certified Public Speaker
- University of the Nations: Humanitarian Studies