

OVERVIEW

Experienced Sales Director and team builder with 15+ years beverage industry sales and business development experience in US and Caribbean markets. Mindfully exploring new career opportunities with a thriving organization that will utilize my skill set to contribute to the success of the company while also providing opportunities for growth.

EDUCATION

University of Georgia- Athens, GA – *Terry College of Business*
Bachelor of Business Administration in Marketing
HOPE scholarship recipient throughout duration of college
Study abroad program for International Business in 5 European countries

KEY COMPETENCIES

- Sales team performance management
- Budget planning/ Forecasting
- Coaching training
- Goal setting
- Distributor management
- Certified specialist of wine (CSW)
- Sales data analytics
- Growth mindset
- Decision making
- Emotional intelligence
- Effective communication
- Presentation
- Relationship management
- Critical & creative thinking

EMPLOYMENT

FIJI WATER COMPANY /JUSTIN & LANDMARK Wines (March 2010- June 2020)

- Promoted 4 times in 10 years
- Met or exceeded all revenue goals annually
- Hit full bonus potential every year
- President's award recipient 2017
- Director of National Accounts- East US – May 2019 to June 2020
 - o Focus on Airport concessions, National hotel and restaurant chains
 - o Frequent collaboration w/ internal teams: retail, marketing, winery hospitality, events
- Division Director of Sales East US- Sept 2017 to May 2019
 - o Managed a sales team of 5 direct + 18 indirect reports in 22 states that produced 1.5 million cases of water and 120,000 cases of fine wine
- Division Director of Sales SouthEast US- May 2014 to September 2017
 - o Reporting to Senior Vice President of sales, operate division of 7 direct reports in 5 states- Supervising regional and national account execution
- Regional Director of Sales - SouthEast US and Caribbean: June 2012 to May 2014
 - o Develop sales team of 4 to achieve sales goals while maintaining profitability, manage budgets, and conduct distributor accountability meetings
- On Premise Manager of Sales- Georgia and Caribbean: March 2010 to June 2012
 - o International travel and export sales management experience
 - o State level brand execution, consumer tastings, trade shows, distributor GSMs

February 2005-
March 2010

EMPIRE DISTRIBUTORS – Atlanta, GA

- Manage a portfolio of over 4,000 skus with a base of 100+ customers in high profile territory
- Highly motivated to win monthly sales incentives
- 2005, 2007,2008 and 2009 Team Leader award winner
- 2007 Sales Rep of the Year

February 2005-
March 2010

SWIFT TRANSPORTATION – Atlanta, GA

- Logistics coordinator for Home Depot (onsite)
- Managed PO deliveries for nationwide distribution centers

FUN FACTS

- I was once my high school mascot
- I have traveled to 32 countries and counting

REFERENCES AVAILABLE UPON REQUEST

