

# LISA BARNES

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## EXPERIENCE

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**ZAMORA COMPANY USA – LOLEA SANGRIA, LICOR 43, MARTIN MILLER’S GIN, YELLOW ROSE WHISKEY, DOUBLE CROSS VODKA, RAMON BILBAO WINES, CRUZ DE ALBA, MAR DE FRADES**  
*Strategic Account Manager / Sales Director / Western U.S. | April 23, 2018 – July 13, 2020*

- Managed all states west of the Mississippi, with three direct reports
- Successfully managed the transition of brands from multiple distributor networks across all states
- Worked directly with senior management at RNDC and SGWS, implementing pricing strategies, shipment expectation, incentive programs and forecasting goals
- Managed all National and Regional accounts both in the on-and-off-premise headquartered west of the Mississippi.
- Presented multiple RFP submissions in the on-premise, including Omni, Morton’s, Del Frisco’s, CRO and Sodexo
- Successfully gained menu placements at American Golf Corporation, Umami Burger, Gibson’s, Morton’s, Vic & Anthony’s, Javier’s, Del Frisco’s Grille, Del Frisco’s Double Eagle and III Forks
- Attended VIBE in 2018 & 2019. Member of AHLA, Member of HEE
- Presented multiple RFP submissions in the off-premise, including, BevMo, Target, Meijer, Albertson’s / Vons / Pavilions, Save Mart, Rally’s & wine.com
- Experienced in programming with scans, IRC’s, MIR’s, TPR’s, co-packs,
- Successfully increased business for Lolea Sangria at Cost Plus World Market and Whole Foods Market across the country
- Garnered first-ever TPR program with Whole Foods Market for May – June 2020. June was largest sales month in the history of the brand at 899 cases (9L)
- Garnered first ever CORE designation of Lolea Sangria with Whole Foods Market, increasing country-wide distribution from 151 stores to 318 stores. Additional TPR scheduled for Nov-Dec 2020

### **WASABE BEVERAGES LLC. – SABE**

*Market Manager | Central Coast / Los Angeles | August 1, 2017 – March 31, 2018*

- Manage SGWS teams – 6 teams from Paso Robles to Long Beach
- Develop sales material / tracking information for SGWS personnel to increase distribution.
- Develop incentive program for VP Sales SGWS Feb-April
- Case volume increased 20+% month over month
- Develop tracking material for internal Sabe sales team – weekly / monthly

### **TOAST SPIRITS LLC. – BEAU JOIE CHAMPAGNE, YACHT CLUB VODKA, PEZ GORDO TEQUILA**

*State Manager | California | June 1, 2016 – July 31, 2017*

- Responsible for state goals – shipments / depletions
- Implement programming with SGWS statewide for both distribution & volume goals
- Manage direct report in N.CA market
- Implement pricing, combos & financials with SGWS
- Shipments & depletions up 100%+ in first year of employment.

**OLD NASSAU IMPORTS – DOUBLE CROSS VODKA**

*GM / California /Las Vegas / January 21, 2013 – May 31, 2016*

- Develop and implement customer specific marketing initiatives, samplings, staff trainings, features, and incentives to ensure continual awareness of Double Cross Vodka and encourage consumer advocacy
- Work directly with distributor staff to spearhead channel sales growth both on and off premise: (i) conduct brand information and category trainings for all SGWS sales representatives and managers; (ii) manage an account list of targeted regional key relationships in SoCal territory; (iii) work with SGWS Managers to implement incentives and monitor success and opportunity
- Increased case volume by 186% YoY in just 11 months with Company
- Activate and grow National Accounts in SoCal and Las Vegas territories

**WJ DEUTSCH & SONS – THE ORIGINAL MOONSHINE**

*Market Manager / Southern California / June 20, 2011 – March 30, 2012*

**GROUP DANONE – EVIAN & BADOIT**

*Market Manager / Southern California / April 19, 2009 – June 17, 2011*

- Develop and execute distributor market plans to include (i) creating objectives for volume, distribution, and pricing performance; (ii) reporting market trend and business reviews for brand managers
- Develop and maintain strong customer relationships at all levels to maximize opportunities
- Secure and expand distribution in assigned trade channels by setting benchmarks and calling on key accounts both independently and with distributor sales reps and managers
- Successfully grew both brands to double-digit growth year over year

**P.I.N.K. SPIRITS COMPANY**

*Market Manager / Orange County & San Diego / January 8, 2007 – February 9, 2009*

- Launched a high-profile product in competitive market
- Developed and managed San Diego Brand Ambassador role responsible for event execution and targeted account sales goals.
- Developed route to market plan for launch and implementation of brand strategy

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**EDUCATION**

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**CALIFORNIA STATE UNIVERSITY, LONG BEACH – COLLEGE OF JOURNALISM / MARKETING**

**Long Beach, CA | August 2003 – June 2008**

- Double Concentration: Journalism and Marketing
  - Coursework Emphasis: Public Relations, Advertising and Global Marketing
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\*\*\*\*\* References available upon request \*\*\*\*\*