



CONTACT

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A: Dallas, Texas USA



ABOUT ME

I am a passionate Beverage Professional dedicated to driving results and ROI. I am authentic in my approach and committed to building and maintaining long-lasting relationships in my field. A strategist who provides value, perseverance and vast product knowledge to the team. My interpersonal skills deliver success in both Big Box Retail and NAOP channels.



EDUCATION

California State University
College of Journalism / Marketing
Long Beach, CA
August 2003 - June 2008

- **Double Concentration:**
Journalism and Marketing
- **Coursework Emphasis:**
Public Relations, Advertising
and Global Marketing

Lisa Barnes

SALES DIRECTOR &
PROVEN BEVERAGE PROFESSIONAL

EXPERIENCE

ZAMORA COMPANY USA

Strategic Account Manager / Sales Director | Western U.S. | April, 2018 - July, 2020

Portfolio: Lolea Sangria, Licor 43, Martin Miller's Gin, Yellow Rose Whiskey, Double Cross Vodka, Ramon Bilbao Wines, Cruz De Alba, Mar De Frades

- Managed all states west of the Mississippi, with four direct reports for both On and Off Premise book of clients
 - Managed all National and Regional On and Off Premise accounts headquartered west of the Mississippi.
- Lead strategy and tactical delivery with senior management at RNDC and SGWS to implement pricing strategies, manage shipment expectations, develop incentive programs and deliver on forecasted goals
 - Successfully managed the transition of brands from multiple distributor networks across all states
- Presented multiple On-Premise RFP submissions for National Accounts such as Omni, Landry's Restaurants' Morton's and Del Frisco's, CRO and Sodexo
- Cultivated strategic relationships that successfully gained menu placements at American Golf Corporation (13 units), Umami Burger (19 units), Gibson's (3 units), Morton's (56 units), Vic & Anthony's (4 units), Javier's (3 units), Del Frisco's Grille (18 units), Del Frisco's Double Eagle (16 units), Ill Forks (4 units) and Fogo de Chao (48 units)
- Presented multiple Off-Premise RFP submissions including, BevMo, Target, Meijer, Albertson's / Vons / Pavilions, Save Mart, Rally's & Wine.com
 - Successfully increased business for Lolea Sangria at Cost Plus World Market across the country (CPWM - business increased 40%, 2018-2019)
 - Garnered first ever CORE designation of Lolea Sangria with Whole Foods Market, increasing country-wide distribution from 151 stores to 318 stores. Sales continue to double annually. 10k cases (9L)
 - Managed a targeted Regional account list (AVP - managed 700+ cases annually of Lolea at cluster 1 Albertsons, secured well Gin for 7 regional Hillstone units netting 240 cases annually)
- Experienced in programming with scans, IRC's, MIR's, TPR's, co-packs (TPR and WFM garnered biggest sales month ever for Lolea at 899 cases in June 2020)

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WASABE BEVERAGES LLC. - SABE

Market Manager | Central Coast / Los Angeles | August, 2017 - March, 2018

- Managed 6 SGWS teams geographically from Paso Robles to Long Beach
- Developed sales material and tracking information for SGWS personnel to increase distribution
- Developed incentive programs specifically for the VP of Sales at SGWS which resulted in a month over month case volume increase of 20+%
- Developed internal weekly and monthly tracking material protocol to grow internal Sabe sales team efficiencies

TOAST SPIRITS LLC.

State Manager | California | June, 2016 - July, 2017

Portfolio: Beau Joie Champagne, Yacht Club Vodka, Pez Gordo Tequila

- Managed direct report in Northern CA region
 - Responsible for state goals - shipments / depletions
- Implemented distribution and grew volume programming with SGWS statewide
- Strategized and implemented pricing, combos and financials with SGWS teams
- Efforts resulted in shipments and depletions up over 100%

OLD NASSAU IMPORTS - DOUBLE CROSS VODKA

GM | California / Las Vegas | January, 2013 - May, 2016

- Overall goal was to drive Brand Awareness and Case Volume for NAOP client book in Southern California and Las Vegas markets
 - Focus and dedication resulted in a case volume increase of 186% YoY in just 11 months
 - Developed and implemented strategic customer specific Marketing initiatives that included sampling/tasting events, staff trainings, product feature campaigns, and incentives to ensure continual awareness, consumer advocacy and case growth
- Worked directly with Distributor staff to spearhead channel sales growth for On and Off-Premise accounts (specific focus areas included brand education and category training content for all SGWS sales representatives and managers)
 - Cultivated strong working relationships with SGWS Managers to create and implement incentives, tools reveal future opportunities and monitor success
- Activated and grew National Accounts in SoCal and Las Vegas territories (Activation and training for Mastro's, Hakkasan Group efforts grew case counts to 1500+ annually)