

## WINE SALES MANAGER

### QUALIFICATIONS PROFILE

Seasoned and goal-oriented professional, offering wide-ranging experience in wine sales management. Equipped with commendable leadership skills in establishing strategic vision, generating financial success, and delivering positive results to organizational functions. Entrepreneurial thinker with outstanding record of achievement in implementing new business concepts, providing innovative business solutions, and facilitating operational transitions through risk management alternatives and high level of ethics. Efficient at managing multiple tasks and assignments simultaneously in a fast-paced business environment.

### CORE COMPETENCIES

Sales Administration | Customer Service and Retention | General Management | Performance Management  
Business Operations Management | Strategic Planning and Execution | Interpersonal Relations

### PROFESSIONAL EXPERIENCE

#### ABC COMPANY, SAN DIEGO, CA

##### Global Ambassador

2011–Present

- Function as brand expert in educating customers and sales representatives on the benefits and attributes of various global brands

#### DEF COMPANY, SAN DIEGO, CA

##### On-premise Sales Manager

1998–2011

##### Sales Representative

1996–1998

- Facilitated extensive trainings and mentored subordinates to hone their technical capabilities and talents.
- Demonstrated expertise in directing sales team and ensuring compliance with policies and procedures.
- Ensured effectual implementation of sales and marketing plans for current products.
- Coordinated new product launches and granted support to distributors in the placement of the company's wine portfolio.
- Administered event planning and coordination with participants; organized new and various events such as local trade shows, fashion shows, charity functions, and other special tasting events.
- Liaised between Seattle accounts and national marketing promotion companies by facilitating and implementing brand-specific marketing programs.
- Worked with public relations agencies and other local communication media with regard to the promotion of new and existing spirit brands.
- Designed and produced promotional point of sale materials.

### EDUCATION

#### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

University of GHI, San Diego, CA

### PROFESSIONAL DEVELOPMENT

Bar Training | Beverage Training Specialist Program  
Absolut Akademi Training | Advanced Spirit Training

### AWARDS AND HONORS

Pewter Cup Award | ABSOLUT Perfection Award | ABSOLUT Sales and Marketing Award  
On Premise Manager of the Year | National Accounts Sales Award