

Executive Summary

A software engineering professional with entry-level experience specializing in JavaScript. I have 11+ years of sales & management experience in the Alcohol Beverage industry. I enjoy working with cross-functional teams and solving problems.

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Professional Experience

**Diageo**

**October 2021 – May 2024**

*Lone River Sales Specialist – South Texas*

*Ben E. Keith Beverages*

- Responsible for 6 Ben E. Keith distributor branches in South Texas, increased Lone River market share, and visibility, managing market activations/samplings with our 3rd party partners.
- Focused on growing business with our existing clients, and securing new business by partnering with our distributor partners and targeting large venues/concessionaires/hotels, etc.
- Identified and negotiated regional/local non-premise events/festivals to increase consumer awareness and trial with Lone River.
- Emphasized building relationships with distributor sales managers & sales reps and key retail partners to help drive our IBOs, innovation items, and core business within my territory.
- Fiscal 22 Golden Bar Award for Lone River Tier 1 Distributor of the Year to Ben E. Keith Austin.
- Increased the Lone River business within my territory by +34,574 cases +44.1% in Fiscal 22.
- Communicated and managed National & Local chain programming, seasonal resets, and sampling programs
- Identified and fixed Lone River pricing gaps at retail versus competition.
- Increased Net Sales Value by addressing pricing discrepancies and looking at ROI for market investments.
- Sold in product large venues/hotels – Luckenbach Texas, Kyle Field at Texas A&M, Extraco Event Center, Fairmont Hotel Downtown Austin, and Waco Surf Park

**Inspira Marketing – SEAL Program  
2021**

**August 2015 – October**

*Business Development & Quality Specialist, Maryland*

*Representing Diageo Beer Company*

*Secondment Distributor Manager Delaware – April 2021 – October 2021*

*Standard Distributing DE*

- Provided support and direction to the local sales team, including 3rdpart marketing team, to drive total market performance.
- Facilitated quarterly POS orders with the Brand Manager.
- Conduct weekly Account calls focusing on the key drive windows & preplanning
- Managed our 3rd party promotional company with event scheduling and execution.
- Communicated supply orders and inventory to distributors.
- National account communications, execution, follow-ups, and incentives.
- Increased Total Volume of 17.4% in Fiscal 21 Q4 vs Previous Year.

- Planned Lone River brand launch in Delaware – 1,000+ cases sold and 145 PODs in 45 days.

*Hybrid Sales Rep & Distributor Manager November 2019 – October 2021*

*Montgomery County – Premium Distributors (Reyes)*

- Aligned & built quarterly goals, sales incentives, kick-off meetings, and Annual Business Plans with the distributor.
- Planned A&P and incentive budgeting every quarter.
- Managed and oversaw the execution of events by a 3rd party event agency.
- Executed weekly sales calls – pre-plan account calls using a sales reporting system and focusing on key drive windows to drive market share.
- Managed a +125K case territory.
- Presented Annual & Quarterly Business Planning meetings to distributor partners.
- Fiscal Year 2019-2020 – Increase volume + 9.0% +9,400 cases vs. LY – total volume 114,227 CE's
- Fiscal Year 2020-April 2021 – 6.5% + 6,157 cases vs LY

*Off-Premise July 2017 – October 2019*

*Chesapeake Beverage Distributing*

- Worked with the distributor team to identify gaps and opportunities to drive market share within 75 key distributor accounts.
- An integral part of the success of the Guinness Baltimore Brewery, in 2018 Guinness Blonde grew to 100k cases in Maryland.
- Awarded the Tier 1 Golden Bar award to my distributor in 2018 and awarded the Tier 1 Golden Bar Award in 2019.
- Fiscal 18 +14.8% +11,079 cases vs LY within top 75 accounts in Chesapeake (total volume 86,086 CE's).
- Fiscal 19 +30.7% +26,465 cases vs LY (total volume 112,551 CE's).

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**SKILLS**

- **Learned Technologies: JavaScript, React, NodeJS, Express.js, PostgreSQL, HTML5, CSS, Mongoose, Python3, Django, MongoDB, Git, Github**
- **Experience with Power BI & Nielsen**
- **Proficient in Microsoft Excel & PowerPoint.**
- **Experience with SaaS systems (Salesforce, CRM, VIP)**

**EDUCATION**

- General Assembly Software Engineering Immersive Bootcamp - Certification June 2024
- University of Hartford Barney School of Business Hartford, CT – *BS, Finance & Economics 2010*
- Mount St. Joseph's High School, Baltimore, MD – *Diploma 2006*

**Other Activities**

- University of Hartford, Men's Division I Baseball Team **2006 - 2010**