

Sam Sherman

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SKILLS & INTERESTS

- **Technical Skills:** SQL, Tableau, R, Python, PowerBI, Azure Data Studio, Excel, iDIG, Salesforce, Google Suite
- **Professional Skills:** Problem solving, data analysis, presenting, pricing, forecasting, inventory management, pattern recognition, brand development, distribution, wholesaler management, budgeting, e-commerce

EDUCATION

Google Data Analytics Certificate

January 2023

University of Central Florida, Rosen College of Hospitality Management

August 2013

Bachelor of Science in Hospitality Management

Orlando, FL

WORK EXPERIENCE

Next Glass/Untappd

March 2022 – December 2022

Business Development Manager

Southeast US

- Next Glass provides breweries with ERP software, CRM, e-commerce, and data dashboard solutions
- Generated hundreds of leads at C-suite and VP level via in-person trade/networking events, referrals, cold calls, and e-mails and met quarterly targets in both leads generated and closed sales each quarter
- Kept Salesforce profiles up to date by populating with relative data

Boston Beer Company

June 2019 – March 2022

Key Account Manager, October 2021-March 2022

Miami/Key West, FL

- Boston Beer is a CPG company known for brands such as Sam Adams, Truly, Twisted Tea, and Angry Orchard
- Improved relationships with priority accounts by analyzing historical trends to make recommendations
- Uncovered gaps and opportunities by analyzing historical data in Excel and PowerBI dashboards

Market Manager, June 2019-October 2021

Charleston, SC/Miami, FL

- Grew distribution and visibility for craft brands in underdeveloped markets by presenting portfolio recommendations to wholesalers based on industry trends and historical sales
- Increased depletions by a combined 107% through 2 quarters by developing discount ad program and making wholesale and retail pricing recommendations based on ROI
- Maintained consistent inventory by forecasting order quantities based on historical data in PowerBI

Dogfish Head Craft Brewery

June 2016 – June 2019

Sales Representative

Miami, FL

- Dogfish Head is a national craft brewery that was acquired by the Boston Beer Company in June of 2019
- As a sales rep, I helped grow visibility and distribution for a growing craft brand by managing the full cycle in both the on and off-premise classes of trade and exceeding revenue goals 2 years in a row
- Identified market opportunities and developed sales plans using data pulled from iDIG
- Increased brand visibility and demand by organizing and executing marketing programs and promotional events

Brown Distributing Company

Oct. 2014 – June 2016

Sales Representative

Miami, FL

- Brown Distributing was a family-owned beverage wholesaler in South Florida with a focus on local craft beer
- Grew overall distribution of relatively new craft beer segment by managing the full sales cycle and helping bars and restaurants develop competitive beer menus resulting in 40% lift in territory distribution