

# Director Of Sales IV

## ROBERT SMITH

Phone: (123) 456 78 99  
Email: [info@qwikresume.com](mailto:info@qwikresume.com)  
Website: [www.qwikresume.com](http://www.qwikresume.com)  
LinkedIn:  
[linkedin.com/qwikresume](https://www.linkedin.com/qwikresume)  
Address: 1737 Marshville Road,  
Alabama.

### Objective

Accomplished Sales Director with over 23 years of experience in the Food Processing domain. Experience in developing and leading a highly successful sales team while consistently achieving and outpacing sales goals and performance measurables. Ability to problem solve and collaborate as an integral part of a cross-functional leadership team in order to increase revenue, profit and brand awareness.

### Skills

Key Account Management, New Product Development, Forecasting, Broker Management, Sales, And Marketing, Business Development

### Work Experience

#### Director Of Sales IV

**Imperial Beverage** - September 2009 - April 2018

- Responsible for all decisions and planning for sales, marketing, and promotion of fine wine, craft.
- Mentored and guided a team of 21 sales managers, 3 wine specialists, 92 account managers, 59.
- Orchestrated the growth of sales department from 55 to over 175 employees while establishing a competitive sales force by offering aggressive compensation, desirable benefits packages, and performance-driven sales incentive programs.
- Oversaw sales execution of over 6000 individual SKUs, including wine, beer, spirits and non-alcoholic beverages.
- Redesigned complete sales department structure which led to increased annual sales from \$56.2.
- Analyzed sales routes, territories, and responsibilities to ensure efficient use of time and resources.
- Recruited, trained, coached and mentored sales managers and sales associates.

#### Regional Sales Manager

**Imperial Beverage** - May 1995 - September 2009

- Facilitated weekly strategy meetings and monthly regional sales meetings.
- Navigated the acquisition and integration of two wine and beer wholesalers.
- Served as primary contact for imperial beverage relationship with whole foods market.
- Recruited and maintained the sales staff within their designated division to have a Sales Consultant, Sales Associate, and a Closing Coordinator in each division.
- Generated and reviewed daily, weekly, monthly, and annual reports reflecting the results of the regions data.
- Managed the regional business development initiatives assigned to Regional Vice President/Vice President.
- Updated the Sales Director Governance dashboards.

## Education

General Studies And Liberal Arts - 1989 to 1993(Central Michigan University - Mount Pleasant, MI )