

## **SENIOR SALES MANAGEMENT PROFESSIONAL**

Seasoned sales and marketing professional with more than 25 years of experience and an expertise in sales, brand management, distributor management and purchasing. Exceptional ability to drive revenue and penetrate new markets. Known for strong relationship building, account management and for being able to develop new prospects, while driving growth and maintaining sales in existing accounts, with the ultimate goal of contributing to profitability. Detailed-oriented with strong organizational and communication skills.

## **PROFESSIONAL EXPERIENCE**

**TAUB FAMILY SELECTIONS/PALM BAY INTERNATIONAL** **2021- PRESENT**  
**AREA MANAGER, FINE ITALIAN WINES, NEW ENGLAND**

Responsible for the sales and development of both TBS and PBI's Italian portfolios in the On and Off Premise markets in New England.

- Contributed to the growth of Italian wine sales by 10% in the region.
- Supported the PBS and PBI's State Managers with presentations, sales and marketing of all fine Italian wines as well as with presentations and educational events for both consumers and distributors' sales force.
- Worked closely with distributors' sales representatives throughout the region and with visiting suppliers from Italy.
- Regularly acquired new accounts on behalf of local distributors and built distribution.
- Frequently conducted wine tastings, seminars, in-trade tastings and wine dinners.

**FAZENDA COFFEE ROASTERS, BOSTON, MA** **2017 - 2021**  
**DIRECTOR, ACCOUNT AND CHANNELS DEVELOPMENT**

Responsible for the development of new strategic business alliances and relationships throughout the Northeast and nationally.

- Consistently increased sales by 13-15%.
- Secured and managed business relationship with national marketing company resulting in online sales growth of 240%.
- Established and maintained business relationship with kegs distributor resulting in territory expansion and distribution of cold brew products throughout New England.
- Acquired 38 new accounts in 2018 and 47 in 2019.

**ILLY CAFFE', NORTH AMERICA Inc.** **2014 - 2017**  
**SALES MANAGER, NEW ENGLAND**

Accountable for leading the implementation of On and Off-Premise sales strategies across multiple routes to market in the New England Region. Ran the day to day functions of illy's direct to customer distribution in New England as well as managed three wine & spirits

distributors for Rhode Island, Connecticut and Massachusetts.

- Increased sales from 44 to 57 tons of coffee by growing the existing customer base and turning prospects into live accounts.
- Developed and implemented individual plans that ensured budget volume and acquisition targets were met for all markets.
- Managed distributors to meet their sales goals and provided day to day support in the field.

**WINEBOW BOSTON, MA**

**2011 - 2013**

**ITALIAN PORTFOLIO BRAND MANAGER**

Supported brand management for all the LLS wines from Winebow's Italian portfolio and consistently grew the business in Massachusetts by 10%.

- Attended monthly brand meetings, prepared and presented recaps on brand accomplishments in the territory and updated executive team on accomplishments/issues.
- Helped educate and support the wholesale sales teams in Massachusetts with sales on the Italian portfolio. Regular work-withs with reps and suppliers.
- Conducted wine tastings, seminars, in-trade tastings and built distribution.
- Prepared and submitted monthly reports to management that tracked results and efforts in the field and worked closely with purchasing to insure that accurate product description and adequate inventory levels were maintained.

**MARTIGNETTI COMPANIES, BRAINTREE, MA**

**2007 - 2011**

**FINE WINE INVENTORY MANAGER**

Under the supervision of the Vice President of Purchasing, accountable for purchasing of fine wines from California and Italy, from select wineries to nationwide wine companies.

- Reviewed portfolio sales reports and made projections for future needs based on history and current market trends.
- Coordinated the shipping of wines from California to Massachusetts for the company's purchasing team using the most time and cost effective transportation methods.
- Conferred with wineries and importers to obtain product information and monitored and maintained accurate product description and adequate inventory levels.

**UNITED LIQUORS LLC,**

**a Division of the Martignetti Companies, BRAINTREE, MA**

**2003 - 2006**

**INVENTORY CONTROL MANAGER**

Under the supervision of the Vice President of Operation accountable for the review and enforcement of all the receiving policies and procedures.

- Established and maintained systems to ensure inventory integrity, tracking orders and investigating problems. Monitored and maintained inventory levels with system cycle counts, maintaining accurate product description and allocation records.

## **PRIOR EXPERIENCE**

LE VACANZE REALIZZABILI TOUR OPERATOR, PALERMO, ITALY

1989 - 1999

SENIOR SALES EXECUTIVE, SICILY

## **EDUCATION**

**Cambridge College, Cambridge, MA**

Master of Management with a concentration in Negotiation and Conflict Resolution

**Boston University, Boston, MA**

Wine & Spirits Education Trust (WSET) Advanced Certificate Level 3

## **PERSONAL**

Fluent in Italian. Love cooking and traveling abroad. Wine enthusiast and collector.