

Brian Shields

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SALES LEADERSHIP ♦ BRAND MANAGEMENT ♦ BUSINESS DEVELOPMENT

Highly accomplished business development professional with **14+** years of sales and leadership experience accelerating revenues and market expansion. Demonstrated ability to drive sales and reach profitability goals with quota based activities that exceed KPI's. Skilled in brand building and brand management with documented results. Excellent relationship & team builder with a willingness to venture into new/disruptive industries, wine/liquor, CPG, RTD & Seltzers. Generates a positive leadership culture to enable growth throughout an organization while creating and executing successful strategies to meet both top and bottom-line goals.

Areas of Expertise

Leadership | Lead Generation | Solution Selling | Negotiation | Business Development | Event Planning | Strategic Marketing | Sales Training | Relationship Building | Channel Development | Sales Presentations Promotions | Account Management | Team Building | Brand Development | VIP-IDIG | Cold Calling | Adobe | Armadillo – IRI – Nielsen Category Data proficient | Chain Grocery and Category Management | CRM | Google Suite

Key Accomplishments

- ✓ Responsible for overall 12.5% Wyndridge Farm Family brand revenue growth in first year – \$1.6mm - \$1.8mm
 - ✓ Focusing on building internal budgets, along with policy and process improvement in order to lower costs and increase efficiency
 - ✓ Leading key strategic planning meetings with beverage production team for contract brewing opportunities
 - ✓ Evaluating/analyzing growth markets for Wyndridge and P & L opportunities for individual states
 - ✓ Successfully launched and opened nine new markets for Starr Hill Brewery in Pennsylvania and Delaware
 - ✓ Selected as Penn Distributors 2009-2010 Impact Champion – Top Performing On-Premise rep
 - ✓ Ranked within top 3 On-Premise Sales Representatives total company for three years in a row 2008-2010
 - ✓ Achieved multiple awards for best multi-brand distribution & most new competitive draught lines
 - ✓ Led efforts with double digit growth of the total Penn Beer portfolio consistently over 4.5 years
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Experience

Wyndridge Farm Brewery | Dallastown, PA

Director of Sales

2019 - Present

- Responsible for creation, management & execution of custom Wholesaler Annual Business Plans for 35 Partners in 10 states throughout the Mid-Atlantic and East Coast
- Built relationships with Local/National/Regional chains and corporate buyers from Wegmans, Whole Foods, Giant Martins, Acme, Rutters, etc.
- Rebuilt distribution sales plan and & hired, coached, trained high-performing sales team from ground up; resulting in 2019 YOY growth of 11% in volume and 28% growth in distribution
- Led a 2020 portfolio rebrand/overhaul project for Wyndridge Cider Co. and *new* Female-led, brewery concept - Winding Path Brewing Co.
- Consistent monitoring of all P&L, including direction of multi-layered price increases with adjustments made to margin, in-house laid-in costs/COGS
- Created "proof-of-concept", launch, market plan for distribution of Wyndridge VINES, a lower-abv canned Wine

Starr Hill Brewery, LLC | Crozet, VA

2012-2018

Northeast Sales Director - Pennsylvania/Delaware/Maryland/Washington DC

- Set up launch events, samplings/demos, Beer Dinners/Beer Schools/Food Pairing events, Brewer Nights, etc.
- Executed price increase strategies with individual markets and key personnel within the footprint
- Identified latest product, merchandising, and pricing trends to influence customer purchasing decision
- Oversaw the management/training/development of 4 Direct Reports & 6 part-time Ambassadors
- Managed the wholesaler/brewery marketing budgets and led VIP/IDIG/Karma Notes execution for sales data

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- Conducted in-person monthly wholesaler performance reviews with senior management to identify trends, opportunities, and challenges and implemented plans to address any issues in the market
- Monitored inventory levels at wholesalers to provide thorough & realistic projections
- Exhibited proficiency with draught and package beer profitability, retailer profit concepts, mark-up, margin

Penn Beer, Inc, |Philadelphia, PA

2007-2012

On-Premise Sales Representative

- Led monthly sales data presentations and goal planning meetings with VP of Sales and key management
 - Met Brewery/Supplier predetermined sales objectives due to increased distribution and revenues
 - Operationalized new draft and package placements, merchandising of accounts, stock rotation, call frequency, and portfolio management, including all domestic & craft beer suppliers
 - Established revenue enhancing relationships in 200+ Taverns/Clubs/Restaurants in the Philadelphia region
 - Implemented beer specials, feature nights, executed programs and increased distribution of all brands by writing and securing weekly direct orders, conducting samplings, and participating in beer festivals
 - Accelerated Bud Light draught sales by 48%; 2008 -662 ½ bbl. vs. 2009- 955 ½ bbl.
 - Increased Hoegaarden sales by 28%; 2009-302 ½ '09 bbl. vs. 2010-386 ½ bbl. Stella Artois 220 ½ - 266 ½ bbl
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Education

Bachelor of Science-Public Administration |Shippensburg University |Pennsylvania, PA