

# Jeff Doty

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## **Career Objective**

General Manager with 10 years of experience at SGWS and over 30 years in beverage alcohol. Utilize leadership skills learned over 30 professional years to drive culture, build teams, develop talent, ensure profitability, and grow market share.

## **Core Competencies**

Embedding Culture • Strategic Long/Short Term planning • Customer Development and Planning • Communication Process • Performance Improvement • National Program Compliance and Execution • Talent Development • Agility

## **Highlights:**

Advance Leaders Program Graduate • Indiana Family Values Committee sponsor • Indiana Voluncheers • WSET II

## **Professional Experience**

**Southern Glazers Wine and Spirits**  
2011 to Present

**Vice President/ General Sales Manager – SGWS Full Book**  
April 2013-Present

**Key Responsibilities:** Manage full book sales execution for 290+ suppliers, 5 selling divisions, and 200 employees. P&L responsibility for \$320MM in revenue operating at 20,0% GP. Total case volume equivalent to 4MM cases, 66% spirits, 30% wine, and 4% Non-alcoholic.

**Key Achievements:** Successfully on-boarded Beam Suntory portfolio virtually during 2020 pandemic and delivered the FY NSV plan as well as qualifying for Champions Club. Implemented new RTM to support Beam launch. Eliminated free goods in December 2020, resulting in 1 bsp in GP growth. Successfully adjusted RTM to accommodate launch of Constellation in April 2021. Continuous work to embed our blueprint for "FAMILY VALUES" culture in the organization.

**Director Trade Development—Pernod Ricard USA**  
September 2011 to April 2013

**Key Responsibilities:** Managed PRUSA AMP resources in the market as well as ensure communication of Pernod Ricard priorities to Full Book. Define and drive PR strategy with Full Book team as well as Full Book VP. Monitor execution of PR brand standards across all channels of trade. Demonstrate fiscal responsibility brand planning with trade.

**Key Achievements:** FY'11 Top Performing PRUSA market, 2011 Magnum Force winner for outstanding performance. Implemented PRUSA overlay team of 11 roles for the market covering all channels. Implemented WOW with full book staff to deliver 4 consecutive years of plan attainment.

### **Catalina Marketing Company**

February 2010—August 2011

#### **Director Business Development- Beverage Alcohol**

Responsible for the alcohol category within the Catalina Network. Develop plans to impact category growth, brand growth, and bundled retail programs to impact share and penetration of client's brands. Network of client's include major brewers, distillers, and wineries.

### **Pernod Ricard USA**

September 2008 – February 2010

#### **Director National Accounts – Off Premise**

**Key Responsibilities:** Directed team of 9 Account Managers and 3 Category Analysts for Supervalu, Safeway, Kroger, Walmart, Sam's Club, Costco, CVS, Rite-Aid, and Target. Total business \$175MM and 2.5MM spirit cases.

**Red Bull North America**

2007-2008

**United States Beverage**

1997-2007

**Seagram Beverage Company New York, NY**

1994-1997

**Monarch Beverage Company Indianapolis, IN**

1990-1994

## **Education**

### **B.S. Psychology**

Indiana University, Bloomington



1990

### **Eckard College Center for Creative Leadership**

Leadership Development Program -- Feb. 2018

**American Management Assn.-Strategic Sales Negotiations 2008**

**American Management Assn.-Aligning Sales and Marketing 2008**

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