

# Frank J. Mattio Jr.

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Miami, FL – Remote - Relocation

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## **CAREER OBJECTIVE**

To obtain a Sales Director position with an industry leader where my superior business acumen, financial prowess, and ability to consistently exceed expectations will work in congruence with achieving company-wide goals.

## **SUMMARY**

- Exemplary Sales and Ecommerce management of large teams across multiple states with a proven track record of exceeding metrics and goals
- Multiple certifications including Italian Wine Professional Level 2 as well as an industry relevant MBA
- Advanced knowledge of all divisions of a major distribution company including Logistics, Finance, Trade, Supply Chain and E-Comm
- SGWS Mentorship Program with Senior Trade Development Director

## **EXPERIENCE**    **Southern Glazer's Wine & Spirits, Miami Gardens FL**

*Inside Sales Manager – FL,IL,NE – 8.17- Present*

- Directly responsible for over 3,000 accounts, \$38 million in annual full book, on/off premise sales, managing 7 routes both in office and remote
- 2021 Performance – 67% growth vs YP, including +77% spirits, +43% wine +77% On Premise, +10% Off Premises, including events
- Execution of brand strategies across FL which improved brand mix
- Companywide leader for customer adoption of our Ecommerce ordering platform, including E-Comm order % and E-Comm % of sales
- Developing exceptional activation events with major suppliers which have led to reoccurring events, increased placements, and sales
- Lead execution of layered sales and brand plans involving sampling, print work and sponsorships, while being conscious of lead in time and ROI
- Aiding the design and implementation of both segmented and targeted incentive programs spanning PODs, ACS, and Case Volume
- Monitoring product inventory and being conscious of governing/allocating policies
- Experienced with dissecting insights and trends, competitive analysis sets, velocity, and market share to utilize them for sales forecasting

**Southern Glazer's Wine & Spirits, Miami Gardens, FL**

*Inside Sales Consultant – Nebraska – 7.16 – 8.17*

**JW Marriott Miami (Turnberry), Corsair by Scott Conant, Aventura, FL**

*Food & Beverage Manager – 10.15 - 7.16*

- Profit & Loss management, maintaining inventory, managing labor, and reviewing financial reports while operating within the set budget
- Co-creation of beverage program consisting of cocktail development, promotional strategizing, and selection of the wine/spirit offerings
- Working alongside distributor and supplier partners to run activations, trainings, events, and samplings while tracking returns and results
- Coordinated with sales team to execute successful private events from set up to breakdown often grossing over \$30k

**Hyatt Centric South Beach, Miami Beach, FL**

*Food & Beverage Manager – Deck 16 – 5.15 - 10.15*

*Previous work history available upon request*

**EDUCATION**     **Lynn University, College of Hospitality Management, Boca Raton, FL**  
*Master of Business Administration – Hospitality Management*

**DePaul University, College of Liberal Arts and Sciences, Chicago, IL**  
*Bachelor of Arts - Relational, Group and Organizational Communications*