

Mark Armero

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SUMMARY AND PROFILE

Sales Manager Candidate

Accomplished, results-oriented Sales Executive with extensive experience in progressively responsible leadership roles and a track record of success leading sales teams to meet and exceed their goals.

Top-level executive adept in designing effective sales strategies and overseeing sales activities. Leverage outstanding customer service, interpersonal, and communication skills to build relationships and generate buy-in. I am highly adept in identifying potential improvements and developing plans to reach sales targets. Able to serve as a mentor, recruiting and motivating high-performing sales teams.

Areas of Expertise

Diversity and Inclusion Leadership	Customer Experience	Selling Strategies & Methods
Cross-Functional Coordination	Human Capital	Consumer Insights
Sales Reports	Finance	E-Commerce
Strategic Planning	Digitation	Analytics
Employee Motivation Techniques	Client Networking	Sales Budget Management
Competitive Analysis & Industry Knowledge	Category Management	Sales Operations Leadership

Achievements

Created the Mass Merchandising for Southern Glazers Wine and Spirits of Florida calling on Walmart and Target.

PROFESSIONAL EXPERIENCE

Redwood Brands LLC, Miami, FL

Director of Strategic Accounts

September 2023 to Present

Develop and achieve national sales performance targets. Drive alignment to AOP. Develop annual Collaborative Business Plans, Periodic Tactical Business Plans, and appropriately partner supplier partners and distributors on a Collaborative Business Plan. Monitor YTD progress vs. plan and monitor performance against plan. Conduct progress checks of distributor performance. Solves for when the plan comes off track. Set expectations with key distributor personnel on distribution, shipments, and other sales activities. Negotiate, design, and execute promotional plans.

Select highlights:

- ✓ Developed Ritual Zero Proof landing authorizations at Walmart, Publix and Targe curating a 72K case per annum brand that landed a Diageo buy-out.
- ✓ Led a sales increase of new brands to achieve 158% growth YOY
- ✓ Chain Partnerships: Walmart, Target, Kroger, Albertsons, Publix, Costco, Safeway, Whole Foods, Meijer, CVS, Walgreens, SEG, Total Wine, ABC, and H-E-B.

Dan Camaron Seafood Restaurant and Market, Miami, FL

General Manager

November 2021 to September 2023

Coordinate daily Front of the House and Back of the House restaurant operations. Deliver superior service and maximize customer satisfaction. Respond efficiently and accurately to customer complaints. Regularly review product quality and research new vendors. Organize and supervise shifts. Appraise staff performance and provide feedback to improve productivity. Estimate future needs for goods, kitchen utensils and cleaning products. Ensure compliance with sanitation and safety regulations. Manage the restaurant's good image and suggest ways to improve it. Control operational costs and identify measures to cut waste.

Southern Glazers Wine and Spirits: July 1997-November 2021, 24 years

VP of National Accounts: March 2019 - November 2021

Directed strategies for national accounts and oversaw targets, goals, and KPIs. Developed and nurtured strategic relationships with C-suite executives and key decision-makers. Coordinated with the Category Management team to develop sales plans and a promotional calendar based on customer insights. Managed budgets and negotiated margins, volume, and service levels for assigned accounts. Monitored compliance. Developed e-commerce initiatives. Championed diversity and equal opportunity initiatives.

Select highlights:

- ✓ Held responsibility for national accounts with key clients including Target, Walmart, CVS, Walgreens, Costco, Sam's Club, Albertsons, Publix and Fresh Market, driving \$400M in sales
- ✓ Led a sales increase of 6.5% nationally

Senior Account Executive: March 2013 - March 2019

Managed existing accounts while developing the client base. Developed sales proposals. Coordinated with buyers to develop pipeline opportunities including brand development, advertising, and feature space. Analyzed market trends and expectations to prepare sales strategies. Tracked goals and KPIs.

Select highlights:

- ✓ Drove \$38M in sales managing accounts with Target, Walmart, and Sam's Club.
- ✓ Increased pay-on-demand (POD) by 5% and dollar growth by 6% year over year.

Off Premise Sales Manager: January 2012 - March 2013

Developed and executed a strategic sales plan. Hired, trained, and developed managers to drive sales and customer service goals. Motivated high-performing sales teams. Monitored and tracked all programs to meet and exceed customer satisfaction targets. Completed forecasting and produced sales reports. Collaborated with suppliers to develop incentives, goals, and local investments.

Additional experience

- ✓ Sales Manager of Mass Merchandising Division for Southern Glazers Wine and Spirits of Florida.

EDUCATION AND OTHERS**Trinity International University**

Bachelors in business administration

Technological Proficiencies

WSET 2, Salesforce, CRM software, MS Office Suite (Excel, Word, Outlook)

Professional & Community Involvement

Board Member / Vice President, Hispanic Food and Beverage Foundation

- Advancing and advocating for the mission of the organization.
- Providing high-level oversight and strategy.
- Working with Board Members to plan upcoming programs and events that help further the mission.
- Setting the organization's mission, strategy, and goals, and ensuring that the organization operates in compliance with legal and ethical standards.
- Steering the organization towards a sustainable future by adopting sound, ethical, and legal governance and financial management policies, as well as by making sure the nonprofit has adequate resources to advance its mission.
- Overseeing CEO evaluations and succession planning, providing financial oversight and recruiting new board members, and helping guide strategy and contribute to fundraising efforts.
- Continuous learning about those served and being an advocate for the mission, making decisions that are in the best interest of the organization, ensuring prudent use of the nonprofit's assets, and looking ahead to help the nonprofit plan for the future.