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| Summary | Visionary **Sales Executive & Business Leader** with **27+ years of experience** driving revenue growth, market expansion, and high-impact team performance. Proven track record of **building and leading elite sales forces**, structuring **competitive go-to-market strategies**, and executing **business development initiatives** that scale profitability. Adept at **brand positioning, customer engagement, and supplier relations**, with expertise in navigating dynamic industries such as **Wine & Liquor**. Strategic thinker with a passion for **optimizing sales operations, identifying emerging market opportunities, and fostering long-term partnerships** that deliver sustained business success. Seeking a **Director of Sales or Executive Sales position** where leadership, industry adaptability, and data-driven decision-making can **elevate market presence and accelerate revenue growth**. |

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| Core Competencies | |  |  | | --- | --- | | * Lead Sales Operations * Sales & Business Development * Territory & Market Expansion * Leadership & Team Training * Logistics & Distribution Strategy * Supplier & Stakeholder Relations * Financial Planning & Budgeting * Performance Optimization * Process Improvement * Competitive Market Analysis |  | |

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| Experience | General Sales Manager | 02/2019 to 01/2025  Opici Family Distributing - New Jersey   * Led statewide sales operations for a $116M division, overseeing a team of 45+ professionals, including Sales Associates, Regional Managers, On-Premise Managers, Key Account Managers, Business Managers, and Admins. Managed a network of 1,500+ customers, driving strategic market growth and optimizing sales performance across New Jersey. * Expanded the spirit portfolio from a minimal segment to over 23% of total business by strategically developing exclusive and dual brands. * Successfully launched Canteen RTD in the NJ Market, achieving the #1 market position in the country with over 75,000 cases sold in 2020, despite pandemic challenges.   Developed a core brand strategy, focusing on 5-10 spirit brands to establish a strong foundation while allowing for future growth.   * Implemented a new quota structure that enhanced accountability and made success more achievable for brands and supplier partners. * Restructured sales incentives to create a more focused and effective approach to team motivation. * Created an optimized schedule and format for General Sales Meetings with supplier partners to ensure impactful collaboration. * Initiated a business professional social gathering program to increase valuable interactions between sales teams and leadership, enhancing engagement. * Directed an On-Premise Spirits expansion, increasing from under 5% to nearly 20% by refining brand focus and educating the sales team on cocktail menu positioning * Responsible for hiring six new sales representatives, with two ranking in the top three for Sales Rep of the Year Award, and all consistently performing in the top half of quota rankings. * Rebuild and restructured the management team, empowering leaders to make strategic decisions that directly contributed to company growth.   District Sales Manager | 01/2007 to 01/2019  Empire Merchants, LLC - Astoria, NY   * Managed a portfolio valued at $18 million across 290 accounts within a larger division worth $112 million across 1,800 accounts. * Exceeded sales targets, boosting revenue in multiple product categories * Designed and executed brand-focused strategies that increased market share for spirits within key accounts. * Developed competitive incentive programs to align supplier investments with sales force engagement. * Conducted financial planning meetings to ensure long-term success for priority brands. * Assisted in structuring sales territories and optimizing distribution routes.   District Sales Manager | 01/2002 to 01/2007  Peerless Importers, LLC - Brooklyn, NY   * Led a team of 12 sales professionals, focusing on top-tier wine accounts in the Metro NY market. * Developed and implemented quota structures that enhanced performance by 20% for major suppliers. * Created strategies to improve supplier collaborations, making joint working days with the sales force more productive.   Sales Associate | 01/1998 to 01/2002  Peerless Importers, LLC - Brooklyn, NY   * Established strong client relationships and consistently met or exceeded revenue and sales (Volume & New Distribution-Accounts & NPODS) targets. * **Independently designed and optimized sales routes**, covering **65 accounts across Westchester, Bronx, and Manhattan** to maximize market penetration. * **Led supplier collaboration efforts**, personally **escorting supplier reps on route days** to introduce products, negotiate placements, and drive brand growth. * **Organized in-store promotional events**, strategically scheduling activations during **peak retail hours** to boost sales and brand visibility. * **Presented new product offerings daily**, actively **expanding volume and distribution** while reinforcing established brand presence. * **Managed product merchandising**, ensuring strategic placement in **cold boxes, shelves, and floor displays** to optimize visibility and sales.   Retail Merchandiser | 01/1997 to 01/1998  Peerless Importers, LLC - Brooklyn, NY   * Supported product merchandising and maximized store sales through strategic placement. |

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| Education | Concordia College - Bronxville, NY  Bachelor of Arts  Behavioral Science, **01/1997** |

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| Websites, Portfolios, Profiles | * [Your Profile URL] |

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| Key Achievements And Leadership Initiatives | * **Designed an innovative quota system** that improved sales accountability and brand success. * **Developed educational programs for the sales force on spirits positioning,** leading to a stronger On-Premise appearance. * **Expanded supplier collaboration optimization**, ensuring more valuable joint working days. * **Revamped leadership structure** to enhance team autonomy and strategic decision-making. * **Led statewide sales operations for a $116M division,** managing a team of **45+ professionals** across **1,500+ customers,** driving market growth and optimizing sales performance * **Successfully launched Canteen RTD in NJ**, achieving the **#1 market position nationwide**, selling **75,000+ cases in 2020** despite pandemic challenges. * **Redefined territory management strategies**, optimizing sales coverage and resource allocation to **maximize market potential**. * **Enhanced sales incentives**, restructuring bonus structures to ensure **greater motivation, clarity, and supplier engagement**. * **Developed strategic brand focus**, narrowing efforts on **key spirit brands** to establish a **strong foundational portfolio** while allowing room for expansion. * **Strengthened supplier relations**, negotiating **higher financial support and visibility**, outperforming **20+ competitive markets** in supplier backing. * **Implemented a performance-based ‘Mendoza Line’ metric**, clearly defining success benchmarks for **sales force accountability**. * **Introduced professional networking initiatives**, hosting **business-focused gatherings** to strengthen relationships between sales teams and leadership. |

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| Professional Development And Certifications | * Leadership Training & Sales Strategy Workshops * Market Analytics & Competitive Positioning Seminars * Multiple Education Seminars in Wine & Spirits |

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| Activities and Honors | * Coaching Football, Basketball & Lacrosse * Hiking, Fishing and Hunting * Gardening and Yard Work * Spending Time with Family * Exercise, Walking Dog, and Walks with Family * History-Reading & Watching (Especially American History) * Cooking |

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| Accomplishments | * **Recognized as Sales Manager of the Year** for exceptional leadership, performance, and contribution to sales growth. * **Completed advanced education programs in Spirits and Wine**, enhancing expertise in product knowledge, market trends, and strategic sales techniques. * **Earned multiple sales and incentive-based awards**, including exclusive trips and recognition for top-tier performance. * **Secured Supplier Market Support funding**, outperforming 20+ competitive markets to obtain key financial resources. * **Consistently promoted to higher leadership roles**, demonstrating a strong track record of success and career progression. * **Dedicated 27-year career to just two companies**, reflecting unwavering loyalty, commitment, and a reputation for excellence in sales and management. * **Grew the spirit portfolio from a minor segment to 23% of total business,** strategically developing exclusive and dual brands * **Led the successful launch of Canteen RTD in New Jersey**, driving it to **#1 market status in the U.S.**, selling **75,000+ cases during the pandemic** despite market challenges. * **Developed a core brand strategy**, prioritizing **5-10 key spirit brands** to build a solid foundation while allowing for new brand growth. * **Implemented an innovative quota structure**, holding **sales force and area managers accountable** while rewarding success. * **Restructured sales incentives**, refining focus to drive motivation and increase supplier engagement. * **Expanded On-Premise spirits category from less than 5% to nearly 20%**, educating sales teams on **cocktail menu strategies** and **back-bar presence**. * **Strengthened supplier collaboration**, streamlining field days with sales teams to maximize productivity. * **Rebuilt and restructured management teams**, empowering leaders to **drive strategic decisions** that accelerated company success. * **Hired and mentored six top-performing sales reps**, two of whom ranked **in the top three for Sales Rep of the Year Award**. * **Developed professional networking initiatives, creating business-focused social gatherings** to foster stronger team relationships * **Championed financial planning strategies**, ensuring long-term supplier growth through competitive market positioning. |

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