



DAVID FESLER

SUCCESSOR MANAGER
CANDIDATE PRESENTATION





DAVID FESLER

SALES MANAGER

6.5
YEARS WITH
RINELLA COMPANY

33
YEARS
IN INDUSTRY

Other Professional Experience:

Account representative for Merchants Wholesale, a tobacco, candy, restaurant supplies, etc. distributor. Salesman and used car department manager at Quincy Dodge, Inc.

Education:

Continuing Education - sales, marketing, management and educational courses
Western Illinois University - attended 1971 - 1972
West Pike High School - Graduated 1971

Employment History

Sales Manager

Rinella Company

February 2018 - Present

Team Lead

January 2012 - February 2018

Sales Manager

Mississippi Belle Distributing Company

January 1995 - January 2012

Account Representative

January 1990 - December 1995

Account Representative/

Brand Manager

Consumer Sales Distributing Company

April 1985 - January 1990

Account Representative

Merchants Wholesale

1978 - 1985

Warehouse Personnel

1977 - 1978

Salesman - New & Used Cars

Used Car Department Manager

Quincy Dodge

1975 - 1977





SALES REPRESENTATIVE ACTIVITY

20 YEARS EXPERIENCE

1975 - December, 1995

Market: Quincy &
Surrounding Area

Key Responsibilities & Accomplishments:

- Direct sales to retail accounts on my assigned sales route.
- Provide customer service to support selling efforts, resolve issues, build customer trust, etc.
- Focus on opportunities to grow business for company and customer, offer ideas to promote business to customers.
- Focus on distribution, growth of products, brands, packages, etc.
- Conduct promos and samplings to promote brands directly to consumers.
- Seek opportunities for special events to grow sales and visibility in the market.
- Increased sales and distribution, features and displays
- Built strong customer relationships
- Promoted to management



TEAM LEADER ACTIVITY

6 YEARS EXPERIENCE

JANUARY, 2012 - FEBRUARY, 2018

Market: Adams, Hancock & Pike Counties

On & Off Premise - 5 reps

Key Responsibilities & Accomplishments:

- Supervise sales team and communicate brewery and company goals and programs.
- Communicate key chain and independent account promo features, displays, and distribution opportunities.
- Conduct market visits to assist sales team in selling efforts.
- Participate in ride-with and team sell program with sales team.
- Coordinate delivery and operations with warehouse manager.
- Coordinate securing and execution of special events.
- Turned over $\frac{3}{4}$ of sales team in 2016/ Maintained market leadership and grew market share.
- Grew special event activities.
- Assumed shelf set responsibilities upon sudden passing of former coordinator/ can adapt to needs.



KEY ACCOUNT MANAGER ACTIVITY

23 YEARS EXPERIENCE

JANUARY, 1995 - JULY, 2018

CHAINS OR KEY RETAILERS RESPONSIBLE FOR:

- CASEY'S
- COUNTY MARKET EXPRESS
- WALMART
- SAM'S CLUB
- GPM
- AYERCO

Key Responsibilities & Accomplishments:

- Direct contact with key account personnel to secure and implement feature, display, and distribution opportunities and communicate brewery programs.
- Communicate key account programs to sales team and monitor execution.
- Ensure support materials are developed and utilized to support programs.
- Communicate with key account personnel to resolve issues such as pricing, delivery, merchandising, etc.
- Meet with key account personnel to review sales and distribution/ identify gaps.
- Rinella Company has built strong relationships with key accounts & is viewed as a leader.
- Increased distribution at Sam's Club.





SALES EXECUTION COORDINATOR (SEC) ACTIVITY

5 MONTHS EXPERIENCE
FEBRUARY, 2018 - JULY, 2018
SIZE OF SALES TEAM: 6

Key Responsibilities & Accomplishments:

- Work with company President to develop KPI targets.
- Monitor KPI targets/ plan to close gaps.
- Participate in POC planning process.
- Monitor Go Spot Check survey execution.
- Conduct in market visits to assist selling efforts and communicate opportunities.
- Manage and communicate key account programs.
- Attend all supplier and company meetings.
- Help monitor AOE and WEA execution and ensure documentation.
- Identify gaps and communicate to appropriate personnel.
- Help identify and target opportunities for growth.



OPERATIONS / FINANCE / HR ACTIVITIES

OPERATIONS: 6 YEARS EXPERIENCE

HR: 6 YEARS EXPERIENCE

FINANCE: 1 MONTH EXPERIENCE

ANNUAL CE'S MANAGED: 810,000

ANNUAL BUDGET MANAGED: N/A

TOTAL # OF EMPLOYEES: 25

Key Responsibilities & Accomplishments:

- Coordinate operations and delivery with warehouse manager.
- Work with company President to develop and monitor budget.
- Participate in hiring process.
- Resolve employee performance and/or complaint issues.
- Monitor and communicate inventory issues.



SALES MANAGER ACTIVITY

16 YEARS EXPERIENCE AT MISSISSIPPI BELLE

JANUARY, 1995 - DECEMBER, 2012

6 MONTHS EXPERIENCE AT RINELLA COMPANY

FEBRUARY, 2018 - JULY, 2018

SIZE OF TEAM MANAGED: 6 TOTAL # OF ACCOUNTS: 250

Key Responsibilities & Accomplishments:

- Communicate marketing plans, goals, and brewery programs to sales and management team and monitor execution.
- Identify and communicate sales, distribution, and display opportunities to sales and management team.
- Coordinate with key chain and independent accounts to secure feature, display and distribution opportunities and communicate to sales and management team and monitor execution.
- Conduct market visits to assist in selling efforts of sales team.
- Coordinate delivery and operations with warehouse manager.
- Secure and execute special event activities.
- Draft repair as needed, monitor inventory and order parts.
- Order support pocm to maintain inventory/ assist in trimester pocm planning and ordering.
- Meet with key account personnel to review sales and distribution and identify gaps.
- Oversee compliance with state liquor laws.



SENIOR MANAGEMENT ACTIVITY (EAM TYPE ACTIVITIES)

TIME IN POSITION:
6 MONTHS

FEBRUARY, 2018 - JULY, 2018

25
TOTAL
EMPLOYEES
MANAGED

Key Responsibilities & Accomplishments:

- Serve as manager in company President's absence.
- Participate in hiring process.
- Attend all supplier meetings.
- Monitor AOE and WEA execution and documentation.





Thank You

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