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Flying Blue Imports – Vice President National Accounts January 2023-Present

- Vice President of National Accounts calling on Total Wine, Walmart/Sam's Club, Whole Foods, Trader Joes, Specs, Lidl, HEB, Wine.com and other regional/specialty accounts.
- Flying Blue is a specialty Importer known for their Private Label, Gift/specialty packs and relationships in the national account world.

Ste Michelle Wine Estates – Sr National Account Executive July 2019 – December 2022.

- Sr. National Account Executive calling on HQ of Target and Total Wine. Previously called on HEB, Walgreens, Rite Aid prior to covid restructure.
- \$42M in sales for 2021 (projected) with 15%+ YOY growth.
- Named Antinori Sales person of the year 2020.
- William Stuhrt Award Winner 2021: Signifying the largest sale of the year for work on Antinori and Total Wine.
- Manage every aspect of accounts from pricing, promotions, category management, new item presentations, distributor execution, special projects (PL/VAP/ETC).
- Developed first ever Winery Direct partnership for Total Wine and SMWE/Antinori on La Braccasca launching in 2021/2022.

CRU Winery – Vice President, Sales and Marketing. October 2017 – July 2019

- Leading a family owned winery out of DTC only into Wholesale world, growing from 5K cases to 20K, ultimate goal of 100K
- Managing Grape Growers, building and managing COGS/P&L, opening new markets for Wholesale and DTC
- Building and growing a National Sales team, hiring and managing brokers internationally and domestic. - In 2018, double profitability of cases from average sales price of \$98 to \$180.

Constellation Brands 2006-2017:

National Account Director: (August '15 – October '17)

HEB, Target, 7-11/Cstores, Cost Plus, Whole Foods and Ecommerce

- Managing 6 Direct Reports and a 2.5M cases annually. ○ Over Delivered Case and Profit Plan 3 consecutive years
- Grown Market share in IRI Accounts (7-11, Target), maintained Top Supplier at HEB and pioneering ecommerce division with Wine.com and Amazon.

Trade Marketing Director: Rex Goliath Big Bet (March '13 – August '15)

- Manage Internal & Inspira agency "Wingman" programs (18 markets) ○ Managing seven direct reports and over \$3 Million in investment market spend ○ Creation of Rex Goliath Programs for Channel and Regional Accounts ○ Liaison between Marketing agency and field to execute over 500 events in 2013.

Strategic National Account Manager: Target, Trader Joe's, Whole Foods, Tesco (March '10 – March '13) - Manage all CWUS business in each of my 4 national Accounts:

- Over 750,000 cases annually
- New Item presentations, programming, pricing, wholesaler management and execution
- Target – “Vendor of the Year” in 2012
- Certified Category Manager

District Manager, Chains VineOne (March '08 – March '10)

- Regional Contact for Southern California Chains (Albertsons, CVS, Henrys) to develop local ads and execute on National Programs and develop new local programs.
- Manage regional on and off premise chains (Henrys, Sprouts, Whole Foods, Brigantine Group, Aloha Group, Jensen's)

Area Manager, Broad Market Pacific Wine Partners (October '06 – February 08)

- Develop goals and programming with the Channel Vice Presidents
- Manage and work with eleven broad market teams (5 off premise/6 on premise)
- Lead contact for California regional/national on-premise account

Heineken USA, San Francisco, CA

On-Premise Manager (August '04- September '06)

- Manage on-premise business for two of the largest beer wholesalers in Northern CA.
- Distributor Management responsibilities for “Key Accounts” Division. ○ Developing incentives, sales plans and key initiatives
- Create, manage and execute marketing & promotions for all on-premise accounts.

Wine Warehouse, Sonoma County, CA

Broad Market Sales Representative (December '03 – August '04)

- Managed broad market sales for 3rd largest distributor in Sonoma.
- Increased sales every month by at least fifteen percent.
- Awarded ‘Sales Person of the Month’ in February and May.

Black Box Wines, Walnut Creek, CA

Sales & Marketing Executive (January '03 – January '04)

- Generated all new retail and restaurant accounts for a small start-up wine company.
- “Jane of all Trades” Handled all customer service, marketing and promotional efforts. - Transitioned Black Box Wines brand to Pacific Wine Partners and Wine Warehouse.

Education

Gonzaga University, Spokane Washington – Aug 2021 - Present

Masters in Organizational Leadership to be conferred December 2023

California Polytechnic State University, San Luis Obispo Bachelor of Arts Degree conferred June 2002 Major: Speech Communication Concentration: Organizational/Business Communication

Volunteer Work:

Junior League of OC and Denver: 2009-Present