

# ALARIC

## Senior Sales Executive & Commercial Manager

### PROFESSIONAL SUMMARY

Accomplished sales professional with over 10 years of international experience at a management level across the FMCG, Hospitality, and IT industries. A certified Life Coach and NLP Practitioner with advanced certifications in Digital Marketing, specializing in high-ticket remote closing and strategic account management. Expert at building rapid-growth sales pipelines and managing high-performance teams in both traditional and remote environments.

### KEY SKILLS

- International Lead Generation & Closing
- Strategic Key Account Management (KAM)
- CRM Proficiency (Skynamo, MS Office)
- Digital Marketing & Content Strategy
- Team Leadership & Performance Coaching
- NLP & Behavioral Sales Techniques
- FMCG & HORECA Market Specialist
- Bilingual: English & Afrikaans (Native)

### PROFESSIONAL EXPERIENCE

*Leading UK Tech & Logistics Company*

**Aug 2024 – Present**

Sales Executive (Remote Closer)

Lead generation and closing for warm leads within the largest rated removals and logistics technology company in the UK. Managing 360-degree assistance for home relocation services.

- Consistently maintaining a 25% closing rate (1/4).
- Managing high-volume outreach consisting of 80-100 daily calls.
- Driving Month-over-Month (MOM) growth of 20%.

### ***Premium Luxury Goods Importer***

**July 2023 – Aug 2023**

Senior Sales Executive

Managed and built a sales pipeline for a basket of luxury imported HORECA brands, targeting key industry stakeholders at top-tier wine farms, hotels, and restaurant groups.

- Utilized hunter sales tactics to source and retain new business rapidly.
- Employed CRM tools to track marketing metrics and win market share.
- Managed dedicated sales administration and Key Account Management for Head Office customers.

### ***Major International Beverage Manufacturer***

**June 2021 – May 2023**

Area Manager (Sales)

Managed sales channels to increase volume and achieve set targets across On and Off-Consumption trades while overseeing Route-to-Market (RTM) partners.

- Grew the sales database by 150% over a 12-month period.
- Achieved the highest customer retention rate in the region.
- Mentored, coached, and trained a dedicated team of sales representatives.

### ***Regional Liquor Distribution Firm***

**Feb 2019 – June 2021**

Liquor Category Manager (Sales)

Represented a portfolio of 13 brands (wine, craft beer, and spirits) as the On-Consumption channel manager for the Western Cape region.

- Expanded total customer database by over 100% within one year.
- Grew area re-distributor volumes by 40-120% per brand.
- Achieved the highest national customer retention rate in 2020.

**Specialty Spirits Startup****Jan 2018 – Jan 2019**

C.E.O and Sales Manager (Founder)

Co-founded a craft spirits company to develop and distribute niche products to the Western Cape market.

- Successfully launched two product lines (Gin and Rum) now distributed via third-party partners.
- Managed end-to-end business setup, production oversight, and distribution strategy.

**Hospitality Technology Solutions Provider****March 2017 – Dec 2017**

Regional Sales Manager

Led a team selling IT solutions (POS and Financial reporting software) primarily to the hospitality sector.

- Achieved the largest and fastest sales volumes in the company during the first quarter.
- Spearheaded product demonstrations, pricing strategies, and sales coaching.

**International Luxury Yacht & Cruise Group****Various Dates (2003 – 2013)**

Hospitality &amp; Service Manager / Chief Bartender

Extensive experience in high-end international hospitality across Dubai, Norway, and the Bahamas.

- Managed 5-star service standards for VIP guests on award-winning luxury vessels.
- Part of pre-opening teams for signature luxury hotel restaurants.
- Certified in advanced safety, maritime firefighting, and crowd control.

**EDUCATION & CERTIFICATIONS****Digital Marketing Institute (DMI)**

International Certificate: Digital Marketing Pro (2022)

**School of Life (SOL)**

International Certificate: Life Coach and NLP Practitioner (2020)

**College S.A. / SAIM**

Diploma: Marketing Management (2016)

## Stellenbosch University

B.A. Humanities (Philosophy, Information Science, English, Sociology)

## LANGUAGES

- English (Native)
- Afrikaans (Native)

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