

## Sales and Operations Executive Profile

Motivated Sales and Operational Leader with 15 years success driving innovation by developing processes designed to enhance organizational efficiency and build cohesive teams. Adept at implementing best practices of company sales, strategic planning, staff management, and budget management based on company initiatives. Proven ability to recommend new strategies and align organizational objectives through ongoing consultation with stakeholders and Advisory Board Members. Proficient in simultaneously managing projects/programs that facilitate positive change, while leading and empowering cross-functional teams in high-pressure environments. Focused on maximizing sales, incorporating process improvement strategies of collaboration, delivering quality services, reflecting on customer feedback, and adopting latest trends.

## Areas of Expertise

- Operational Planning
- International Relations
- Process Improvement
- Customer Service
- Performance Management
- Financial Management
- Business/Hospital Administration
- Project/Program Management
- Event Planning
- Operational Leadership
- Stakeholder Engagement
- Relationship Building

## Career Experience

**Into the Vineyard, Vancouver, BC (remote)**  
Sales and Operations Specialist

**06/2022 – Present**

Pursue new business opportunities and sales leads within the wine and travel sector. Engage daily with current and potential clients, build relationships, curate exceptional wine and international travel proposals for high end customers. Utilizing extensive knowledge of wines and regions, meticulously research and select the finest wineries and vineyards to include in the clients' itineraries. Stay up to date with the latest industry trends to ensure the inclusions of exceptional wines and emerging vineyards. Collaborate closely with clients to understand their preferences, interests, and budgetary requirements with meticulous attention to detail to ensure a seamless travel experience. Establish and maintain strong relationships with wineries, tour operators, hotels, and expert at coordinating logistics. Actively engage in networking events, wine tastings, and conferences to expand knowledge and professional connections. Streamlining sales process, increasing sales, enhancing efficiency of planning process, and continuously improving the overall customer experience.

- Successfully possess a deep understanding of market dynamics, strong sales acumen, and exceptional planning skills
- Provide excellent customer service while continuously building a robust, comprehensive database which allows for an 35% increase in sales from the past year

**Cave Secrete, Nuremberg, Germany**

**08/2020 – 06/2022**

Wine Sales Specialist: French, Italian, Austrian & German Wines and Champagne

Executed sales strategies aimed at stimulating business growth, increasing wine and champagne sales, and maximizing customer satisfaction. Planned and communicated detailed brand sales objectives to team members. Analyzed economic indicators, including market trends, supply and demand, and consumer buying. Implemented commercial plans that boosted product market share. Organized special trade events and wine tastings to ensure that products were well represented. Updated clients on new product launches and promoted winery products within the marketplace to improve brand recognition and equity. Conducted training seminars to transmit extensive knowledge on wine and champagne products, as well as provided excellent customer service. Kept sales team informed about product changes, such as changes to wine vintages.

- Successfully coordinated with Manufacturing, Logistics, Distribution, and Retail teams towards ensuring adequate supply of wine and champagne products reaches intended demographic.
- Acted as the "face" of the brand and represented company to highest standard.

**Bavaria Health Division, U.S. Army, Vilseck, Germany**

**06/2017 – 08/2019**

## Head of Operations

Directed healthcare staffing, communication, material resources, finances/budget preparation, and task management procedures to ensure streamlined medical operations according to best practices and policies. Developed goals for 800 employees in Stuttgart, Hohenfels, Ansbach, Grafenwoehr, Vilseck, Bulgarian, Romanian regional offices that enhanced patient experiences to 60K+ beneficiaries. Discovered innovative ways of optimising level of healthcare, while reducing overall costs, and managing entire revenue cycle. Performed administrative duties, such as overseeing inventory of medical equipment and supplies, setting staff schedules, updating/maintaining patient records, and providing support to personnel.

- Served as Emergency Management Leader and Project Manager for 200+ staff projects.
- Diligently coordinated vaccination distribution strategic plans and trackers to 30K+ personnel.
- Fostered interactive collaborative efforts with medical personnel, further improving international correspondence.
- Planned education orientation and in-service training, as well as evaluated ongoing performance, guidance, and career development of staff members.
- Led the event planning of the organization ranging from training events with over 2,000 participants from numerous countries, catered formal events for 1,000 guests, professional dining ins, official ceremonies and holiday parties.

## **Bavaria Dental Health Division, U.S. Army, Vilseck, Germany**

**06/2015 – 06/2017**

### General Manager

Supervised, guided, and motivated 200 dental clinic employees offering services to 60K customer across six Bavarian locations. Oversaw P&L accountability by managing \$3M budget, decreasing unnecessary expenditure, and allocating financial resources. Recommended strategies that supported Medical Evaluation Board processes. Facilitated physical

fitness programme that improved cardiovascular and muscular fitness, decreased levels of body fat, and minimise chances of chronic diseases. Provided leadership to personnel and initiated first line and senior supervisory teams into organisation.

- Incorporated career development programmes for prepared junior and mid-level supervisors.
- Led performance reviews, enforced remedial action plans, lowered adverse action by 83%, and ensured employees attainment quarterly KPIs.
- Developed and implemented new SOPs resulting in process continuity, improved time management, and facilitated employee training.

#### **Department of Defense, Clarksville, TN/Fayetteville, NC**

**10/2012 – 06/2015**

##### **Senior Operations Manager**

Spearheaded international medical operations focused on stakeholder engagement, task distribution, patient management, and personnel professional development. Supported restructuring of organisational doctrine which enabled transition from resuscitative teams to a flexible surgical asset which more accurately fulfilled medical capability requirements. Tracked organisation's medical readiness and training, as well as created impactful emergency treatment plans to ensure patients received routine care. Conducted meetings and briefings to discuss problems and arrive at agreement on solutions to senior management.

- Drove personnel and medical asset adjustment activities through leading transformation projects valued at \$20M.
- Designed and headed a high-risk patient identification programme and integrated polypharmacy programme that managed treatment programmes for complex cases.
- Cooperated with partners from England, Norway, Lithuania, Finland, Germany, Poland, and the Netherlands in strategically coordinating medical support, capabilities, equipment, and patient tracking for 50+ training exercises.
- Specified procedures for handling unexpected situations by establishing medical, emergency, and evacuation plans for 2K personnel.
- Maintained compliance through planning and arranging medical events for traveling medical teams to conduct certified training (supervisor development programmes, organisational improvements, health promotion, and community benefits) to 100+ employees in six different locations on three continents.
- Strengthened and preserved international partnerships involving medical assets and capabilities from eight countries.

#### **Jalalabad, AFGH**

**01/2010 – 10/2012**

##### **Director of Surgical Facility**

Directed 51 medical personnel responsible for providing a safe environment for patients undergoing invasive procedures or surgery. Controlled \$3M budget and \$6M worth of medical equipment and surgical assets. Presided over patient care, pharmacy, dental, physical therapy, laboratory, X-ray, behavioural health, occupational therapy, social work units. Corresponded daily with Emergency Helicopter Services, Division Staff, and various hospitals in Bagram, Kuwait, and Landstuhl. Generated and submitted comprehensive patient update reports to Senior Director and President.

- Established and embedded a patient medical logistic process that addressed need for improvements, such as waiting time collection, transfer of responsibility, patient prognosis, and workflow/operational procedures.
- Coordinated and executed 1.5K medical evacuations through actively tracking patient injuries, status, and statistics.
- Implemented a highly efficient, expansive, and pretested walk-in blood bank with 2K participants.
- Continuously planned and refined mass casualty event plans and rehearsals.
- Revamped equipment tracking system which advanced inventory efficiency and delivered cost-saving measures.

## **Additional Experience**

#### **Army Medical Centre, Daegu, SK, Integrated Medical Logistics Manager**

**01/2009 -01/2010**

Led medical distribution centre's logistical procedures, with 3K+ medical supply lines. Oversaw \$300M sales budgets to 330+ customers. Received bulk, vault medications, and HAZMAT materials. Managed 40 Korean and U.S. employees.

## **Education**

**Bachelor of Science in Health Information Management | University of Kansas Medical Centre, Kansas City, USA**

## **Professional Development**

**Level 3 Wine Qualifications**, The Wine & Spirit Education Trust, 04/2020 – Present

**Level 1 & 2 Wine Qualifications**, The International Sommelier Guild, 10/2019 – Present

**Level 3 Wine Qualification**, The International Sommelier Guild, in progress