Mark Q. Baker

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**Sales and Distribution Manager**

Performance-driven Sales professional with 14 years of progressive alcohol sales experience including sales execution, sales management, and key account management. Combine entrepreneurial drive with business management skills to increase sales revenue and market share. Proactive leader with a focus on salesforce development and strategic sales planning. Can communicate a clear, strategic sales vision, effectively training and coaching both veteran and junior sales team members.

# Professional Experience

**Luxco, Inc, St. Louis, MO July 2023 – present**

## National Account Manger July 2023 – present

* Manage new activation and programming in all the following National Accounts: Amazon, Raley’s, Trader Joes, Korger, GoBrands, Binny’s, Jewel Osco, Festival Foods, Hy-Vee, Western Beverage, Rouses, Wine.com, Woodman’s, and Whole Foods
* Closed Q1 of 2024 at 109% of budget on focus brands, and 101% of budget on total portfolio
* Built and maintain relationships with above national, regional, and state buyers
* Manage allocated releases by item, chain, and state in partnership with distributors
* Manage coupon/scan opportunities and timelines with Ibotta, Neptune, Vescom, and Quotient
* Built and implemented National Account campaigns to drive sales during peak months, mirrored National Account programming with independent and on-prem opportunities
* Manage submission, delete, and item changes in all responsible national accounts
* Manage inventory, planning, ordering, and transfers to ensure correct inventory at distributor or account warehouse based on item run rates
* Co-Created and implemented an automatic report for new national account activations and days unordered

**Penelope Bourbon LLC, Roselle, NJ February 2023 – July 2023**

## Vice President of Sales and Exports February 2023 – July 2023

* Oversaw all sales and rep management in: Alabama, Arkansas, Australia, California, Canada, Colorado, Florida, Illinois, Iowa, Italy, Kentucky, Louisiana, Mississippi, Missouri, Nebraska, Ohio, South Carolina, Tennessee, and Texas
* Grew market saturation in open states by an average of 62% by sku
* Oversaw Year-over-Year sales growth of 140% in same state, same sku depletions in H1 2023
* Formalized go-to-market strategy for all items; set brand and merchandising standards for sales team and distributors
* Interviewed, hired, and trained all new state managers
* Managed new activation and programming in all National Accounts; including but not limited to: Hy-Vee, Kroger, AVP, Go-Poff, Target, Total Wine, Binny’s, Wegman’s, and Costco
* Managed new activation of E-comm retailers; including but not limited to: Flaviar, Caskers, SIP, and Reserve Bar
* Developed and implemented new item development SOP
* Developed partnerships and set guidelines with influencers to market brands and announce new releases
* Built on and off premise distributor programming to maximize sales during opportune sales periods
* Oversaw activation and launch of Penelope Four Grain with the LCBO in partnership with Evergreen Beverage
* Used connections with barrel brokerages to obtain specific casks, leading to development of new innovative skus
* Managed allocated releases by state/market in partnership with distributors
* Built and managed T&E, tasting, incentive, and programming budgets for North America
* Managed coupon/scan opportunities and timelines with Ibotta and Quotient
* Built and implemented National Account campaigns to drive sales during peak months, mirrored National Account programming with independent and on-prem opportunities

**Virginia Distillery Company, Lovingston, VA February 2021 – February 2023**

## National Chain Account and Growth Market Manager February 2021 – February 2023

* Manage VDC spirits portfolio in chain, control-chain, and new markets
* Oversaw activation of one or more skus in the following chain accounts: Total Wine, ABC, Crown- Mega, Kroger, Ralphs, Goody Goody, Bevmo, Cappys, Costco, Sam’s Club, Wegmans, Safeway, Bevmaxx, Bottle King, Liquor Barn, Binny’s, and many other regional/state chains
* Oversaw all sales and rep management in: Texas, California, Alabama, Nebraska, Arizona, Illinois, Michigan, Tennessee, Missouri, Kansas, New York, New Jersey, and Massachusetts
* Assisted in development of Single Cask (Barrel) program including allocation, distribution, submission standards,

registrations, and sales

* Developed pricing and sales tiers for all new markets; and created new pricing calculator now used as company standard
* Assisted in the creation of American Single Malt category management standards in tandem with the ASMWC
* Served as team lead in absence of Chief Sales Officer
* Led Texas, California, AZ, Nebraska, Florida, and the Military channel to an average year over year growth of 92% in total depletions, and 96% in same sku depletions
* Worked in tandem with the Brand/Marketing team to develop and test new POS materials for the market
* Created and implemented national pulse pricing program for both distributors and retailers to drive both shipments and depletions
* Brokered “white label” program with Total Wine; resulting in ~500 cases/year in 7 markets; will see the addition of 2 new

items and states in 2023

* Brokered “Midway” deal, resulting in the exclusive rights to the 20th anniversary bottling for the USS Midway foundation
* Developed “Mendoza Report” to manage rep performance based on KPIs set by leadership

**Global Spirits U.S.A. LLC**, Kiev, Ukraine **May 2019 – February 2021**

## Assistant National Chain Account Manage, Texas March 2020 – February 2021

* Manage relationships with multiple chain-accounts both nationally and locally, including Total Wine & More, Spec’s, Twin’s, Gabriel’s, Costco/Western Beverage, Pinky’s, Liquor Bueno, Skip’s, Hackemy, Whiskey Cake, In the Net, and The Filipe Armenta Group
* Managed statewide SKU activations for local and national chains
* Serve as consult for development of new Cumberland Falls Bourbon, and Chelsey Gin, including taste profile, label design, guideline enforcement, and sales team education
* Build and execute distributor work-with schedule for hotel, on and off-premise reps and managers
* Development and implementation of distributor incentive programs
* Researched, evaluated, implemented, and trained KAMs on national CRM

## Key Account Manager, South Texas September 2019 – February 2021

* Managed and hired a team of Brand Ambassadors to assist with tastings and events in market
* Preform in-account support and training with on and off-premise accounts on a weekly basis
* Assist in the development of signature and craft cocktails to assist in on-premise brand launches
* Organize and carry out chain account buy-ins to assist in meeting team nation-wide sales numbers
* Work side-by-side with field sales reps, district managers, and chain managers to drive new placements and large buys
* Responsible for creation, execution, and maintenance of territory budget
* Manage and monitor distributor inventory to create purchase orders for both stateside and national delivery
* Built under-utilized territory; growing area sales over 137% in first fiscal year

**Republic National Distributing Company**, Grand Prairie, TX **August 2013 – July 2017**

## Key Account Sales Representative September 2015 – July 2017

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# Certifications & Activities

**Certified Bourbon Steward –** Stave & Thief Society **Diploma in Gin –** Edinburgh Whiskey Academy **Rummelier –** Royal Rum Society

**WSETII –** Wine & Spirits Education Trust

**Certified Scotch Professional –** Council of Whiskey Masters

# Education

University of Louisville

**Bachelor’s in Organizational Leadership** – May 2025