

AARON J. FEIN

Wine & Beverage Sales Executive — National Accounts, Brand Building & Global Distribution | P&L Leadership Across Retail, Wholesale & Export Channels

✉ Aaronfein@sbcglobal.net

☎ 707.478.8390

📍 2138 St. Augustine Circle, Petaluma, CA 94954

🌐 [linkedin.com/in/aaron-fein-b010909](https://www.linkedin.com/in/aaron-fein-b010909)



📋 Executive Summary

Sales and marketing executive with more than 20 years leading growth for wine and beverage portfolios across domestic and international markets. Builds and scales brands from concept to national distribution, carrying full P&L responsibility and consistently turning early-stage or underperforming portfolios into multi-million-dollar businesses. Track record spans exclusive-label development, distributor network construction, and market entry across three continents, most recently tripling a portfolio's scale and adding \$29M in revenue over five years. Pairs financial and forecasting discipline with hands-on brand development and the ability to hire, mentor, and lead high-performing sales teams.

👛 Experience

Executive Vice President, Sales & Marketing / Partner, Plata Wine Partners, LLC

2019 – Present | Napa, CA (hybrid)

Partner-level P&L ownership of sales and marketing for a multi-brand wine portfolio spanning domestic retail, wholesale, and international channels.

- Tripled portfolio scale and added \$29M in revenue (\$19M to \$48M) across five years, expanding volume from 304K to 640K cases with 725K and \$53M projected for 2025.
- Opened international markets across China, New Zealand, Canada, Mexico, Japan, and Korea, with active development in Sweden, Denmark, and the Indo-Pacific region..
- Stood up the company's marketing function from scratch, website, brand and fact sheets, RangeMe, trade media, and trade-show presence and hired and managed the Marketing Manager.
- Directed brand development end to end, spanning design, packaging, compliance, distribution, and in-store execution, and led the acquisition of 14 brands from Purple Brands.
- Constructed costing, pricing, and dynamic forecasting models that informed bottling, inventory, and grape-procurement planning, and secured a 28-state distribution agreement with RNDC.

Senior Trade Development Manager, Vinventions USA LLC

2017 – 2019 | Zebulon, NC (remote)

Led corporate-headquarter relationships across retail and wholesale accounts while developing a global exclusive-brand program.

- Curated a worldwide network of winery partners to collaborate on the design and production of control, private, and exclusive brands.
- Designed brand programs for a broad account base including Costco, Kroger, Albertsons/Safeway, Target, Whole Foods, Total Wine, and Sprouts.
- Ran an industry influencer program with Masters of Wine and Master Sommeliers to grow awareness of products and services.
- Brought the Lost Eden brand from the Republic of Georgia into the U.S. market and led a retail sustainability and cork-recycling initiative.

National Accounts Manager, Banfi Vintners

2013 – 2017 | Old Brookville, NY (remote)

Managed national headquarter strategy, buyer relationships, and store-level execution across a major retail portfolio.

- Held buyer relationships and national strategy for accounts including Albertsons/Safeway, Target, Trader Joe's, BevMo!, Sprouts, and Wine.com ☑ .
- Applied category management and syndicated data to build data-driven selling stories and identify assortment opportunities.
- Took exclusive and private-label programs from concept through launch and secured distribution for new-item innovation.
- Coordinated wholesaler chain-account teams to deliver on distribution, pricing, display, and marketing commitments.

National Sales Manager, Heron Wines

2012 – 2013 | San Francisco, CA

Directed the complete domestic and export wholesaler network, including planning, pricing, and financial goals.

- Turned a five-year sales decline into double-digit growth in four months while lowering spend and implementing a price increase.
- Established channel strategy and trade programming across the full wholesaler network.
- Opened new distribution with Kroger, Target, and Safeway.

- Set and managed pricing, budgets, and depletion and accounts-sold targets across all territories.

National Sales Manager, Wheelhouse Wine Cellars (Purple Wine Production Company)
2009 – 2011 | Graton, CA

Founded and led a new branded-sales division with full P&L responsibility for \$12M in revenue.

- Diversified the business beyond its control-label roots into a balanced portfolio of luxury and premium brands, built from concept through execution.
- Grew volume past 120K annual cases in two years while assembling a distributor network across 47 states.
- Owned design, packaging, winemaking input, web, and social marketing for the new brand portfolio.
- Recruited and led four Regional Managers spanning all trade channels.

Vice President of Sales - West, Jackson Family Enterprises - White Rocket Wine Company
2007 – 2009 | Napa, CA

Full P&L accountability for a Western U.S. sales organization across all trade channels.

- Produced \$20M+ in net revenue and 275,000+ cases at 31% growth over prior year.
- Developed a portfolio of 11 luxury, premium, and popular brands, including six new launches and two new packages within two years.
- Recruited and led five Regional Managers across 27 western states.
- Collaborated with marketing to build and direct channel-specific national trade programs.

EARLIER CAREER

Constellation Wines U.S. — North Lake Wines — Western Division Regional Manager
| 2005–2007

- Grew division revenue from \$18M to nearly \$24M in two years across 15 western states; led four District Managers and a 40+ brand global portfolio ranging from value to super-luxury.

Barefoot Wine & Bubbly (Grapelinks, Inc.) — National Sales Director / National Director of Business Development
| 2000–2005

- Tripled sales from 175K to 600K cases (\$7.7M to \$21.5M); rebuilt the wholesaler network with 60+ new distributor and broker agreements across 30 states; introduced AC Nielsen data analysis into national-account selling. Earned *Impact* Hot Brand of the Year (2004, 2005) and Adams Beverage Group Fast Track Growth honors (2005).

Core Competencies

- | | |
|--|------------------------------------|
| • Brand Development | • Export & International Sales |
| • Exclusive-Label Programs | • Sales Forecasting & Modeling |
| • Distributor Network Building | • Retail & Wholesale Channels |
| • New Market Entry & Launch | • Team Building & Mentorship |
| • Full P&L Ownership | • Strategic Pricing & Budgeting |
| • National & Global Account Management | • On- & Off-Premise Sales Strategy |

Additional Relevant Experience – Hospitality Industry Management

Additional Relevant Experience – Hospitality Industry Management
1986 – 2000

Education

Bachelor of Science, Hotel Administration, University of Nevada, Las Vegas
Las Vegas, NV

Objective

Executive Management in the wine and beverage industry, leveraging extensive experience in national account development and brand building to drive innovation and growth.