

ALEXIS THOMAS

ON PREMISE COMMERCIAL LEADER

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PROFESSIONAL SUMMARY

Senior wine & spirits commercial leader with 20+ years of experience across supplier and distributor organizations, leading teams, building on-premise markets, and translating portfolio strategy into revenue, distribution, menu share, and brand velocity. Led a 17-person Northern California sales organization – three Field Sales Managers and 14 Sales Representatives – representing \$19M in annual team revenue. Deep experience in key account strategy, distributor and supplier execution, sales programming, forecasting, and premium brand activation across San Francisco, Napa, and the broader West Coast.

KEY SKILLS

On-Premise Channel Strategy | Commercial Sales Leadership | Revenue Growth & Market Share | Key Account Management | Distributor & Supplier Management | Trade Development & Sales Programming | Team Leadership & Coaching | Distribution, POD & Menu Placement | Depletion & Brand Velocity | Forecasting & Business Planning | Premium Brand Activation | Cross-functional Commercial Execution

Technical | MS Office Suite | Budgeting & Forecasting | Hana DSS & Webi | Power BI & Data Visualization

WORK EXPERIENCE

Sales Manager | Breakthru Beverage | SF Bay Area, CA

Nov 2021 – July 2026

Led three Field Sales Managers and 14 Sales Representatives across San Francisco, Napa, and Northern California, owning general-market growth, key account execution, supplier priorities, and a sales organization representing \$19M in annual revenue.

- Directed revenue, case, distribution, POD, menu-feature, and new-account performance across a complex multi-supplier portfolio, translating supplier priorities into clear field execution.
- Spearheaded Breakthru's expansion into Mendocino, Lake, Del Norte, and Humboldt Counties, building direct distribution from the ground up across 200+ accounts and generating \$2M in incremental revenue.
- Grew a Northern California ferry concessionaire account 300% YoY, adding \$100,000 in incremental revenue and four new points of distribution.
- Led a premium Westin St. Francis / Marriott activation across eight supplier partners, converting the program into 17 new PODs and 86 cases.
- Built joint business planning with a 13-unit independent retail chain, securing new-item authorization across the full footprint while strengthening senior customer and supplier relationships.

On-Premise Market Manager | Diageo North America | SF Bay Area, CA

Jun 2017 – Nov 2021

Directed on-premise commercial execution for the Diageo portfolio across 700+ key accounts in Northern California, leading specialist resources and distributor partners to grow distribution, menu presence, velocity, and strategic account performance.

- Led and developed a team of 15 Market Development Specialists and dedicated brand resources, scaling from direct seller leadership into large-market commercial management.
- Managed menu-share programming, deploying budgets, staff training, menu features, and distributor collaboration to convert placements into sustained brand visibility and velocity.
- Designed turnkey sales programs with distributor leadership that gave field teams pre-approved case, feature, and activation offers – accelerating sell-in while maintaining commercial discipline.
- Led premium on-premise and experiential programs including BottleRock and major hotel, restaurant, and hospitality accounts, connecting brand investment to measurable distribution and account growth.

On-Premise Manager | Diageo North America | WA**Sep 2015 – Jun 2017**

Launched and managed two Diageo sales and marketing programs in Washington, building the operating model between supplier, distributor, and agency teams to grow on-premise distribution and velocity.

- Achieved 33% menu share across key accounts – outperforming Diageo’s 25% gold-standard benchmark – through disciplined collaboration between Market Development Specialists and the distributor salesforce.
- Drove a 25% increase in depletions across 200+ on-premise accounts through targeted account strategy, menu placement, staff education, and structured market-level programming.
- Led a five-person third-party Market Development Specialist team, establishing clear roles, budgets, programs, and execution standards for a newly launched market capability.
- Created premium brand experiences, including the Neiman Marcus × Bulleit Bourbon Men’s Trends Event, demonstrating the ability to connect account relationships, brand strategy, and experiential execution.

Event Manager | MKTG | WA**Sep 2013 – Sep 2015**

Built and operated Diageo’s Washington activation program across on-premise, off-premise, non-premise, and chain accounts, creating the field infrastructure required to execute at scale.

- Recruited, hired, and trained 50+ promotional professionals for consumer-facing and trade-focused programs.
- Executed 200+ events in the first year while managing statewide POS inventory, program budgets, staffing, and brand standards.
- Translated field data and account feedback into actionable recommendations for Diageo and distributor partners.

Sales Consultant | Southern Glazer’s, Pacific Division | WA**May 2012 – Sep 2013**

Managed on-premise sales for Moët Hennessy and Diageo portfolios during Washington’s transition from a state-controlled to privatized spirits market, building distribution and account relationships in a rapidly changing environment.

- Built a pipeline of new distribution and incremental sales opportunities across priority on-premise accounts.
- Partnered with supplier teams and customers to translate portfolio priorities into account-level placements and volume growth.
- Adapted selling strategy to account economics, customer needs, and market conditions while consistently executing against monthly objectives.

OTHER WORK EXPERIENCE**Field Marketing Coordinator** | AB InBev | Chicago, IL

2008 – 2010

Assistant Account Executive, Kellogg’s CSM-Walmart | Draftfcb | Chicago, IL

2008

Corporate Communications Coordinator | Draftfcb | Chicago, IL

2007 – 2008

EDUCATION & CERTIFICATIONS**Master’s Degree** | Organizational Leadership | Gonzaga University

Expected Q1 2027

Bachelor’s Degree | Criminal Justice | Saint Martin’s College

2002

Certification | WSET II Wine

2024