

JOHN A. TANKSLEY JR.

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Professional Summary

Accomplished sales and marketing professional with an extensive background in wine sales, distributor management, food and beverage, seeking a position with sales, marketing, and creative responsibility in an organization where my skills, energy, creativity and work ethic can be translated into growth, new opportunities and profitability.

A confident, creative, energetic performer with diversified experience and skills in sales and marketing, enhanced by exceptional interpersonal skills, strong leadership qualities and integrity.

Skillset

Distributor Management
Communication skills
Account Calls
Graphic design

Sales management
Project management
Presentation skills
P & L analysis

Organizational skills
Computer skills
Teaching
Mentoring

Professional Experience

Vintopia Wine Merchants – Wine Brokers President

August 2007 to Present

- Owner/Partner
- Sales and Marketing
- Private/Control Label Sales
- Brand Development
- Distributor Management
- Account Calls
- Point of Sale Development

Great Visuals – Graphic Design Company

March 2005 to Present

- Designer and Owner
- Sales and Marketing
- Brand Development
- Point of Sale Development
- Proficient in Strata 3D – 3 dimensional drawing and rendering
- Proficient with Adobe Creative Suite:
 - Photoshop
 - Illustrator
 - Dreamweaver
 - InDesign
 - Acrobat

In addition to my graphic software skills I am adept at scanning, pre-press, printing, color management, proofing, writing copy and editing.

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Merit Ink & Coating Co., Inc./Wikoff Color Corp. (through acquisition) 1996 – 2005
Vice President – Sales and Marketing/National Sales and Marketing Executive

- National Account calls reporting to V.P. of Sales at Wikoff, Daryl Collins
- Reported directly to the President/Owner of Merit Ink & Coating Co., Inc.
- Hired and directed all sales representatives
- Responsible for sales projections for all territories
- Made direct sales calls and provided sales support for all accounts
- Designed and executed sales presentations for major accounts
- Designed and implemented all image-related marketing (including business logos, business cards, shipping labels, brochures and promotional literature)
- Oversaw design, content, uploading and maintenance of Internet domain names and company website
- Developed account price structures
- Supervised collection of delinquent accounts
- Oversaw equipment development, design and manufacture
- Coordinated and documented customer-related ISO 9001 – 2000 functions
- Acted as direct liaison to minority vendor program
- Verification of and responsibility for all sales representative expense accounts
- Contract/proposal development
- Company IT/Network management; website and marketing development

Fetzer Vineyards/Brown Forman Corporation (through acquisition) 1987 – 1996
(Fetzer Vineyards – Bel Arbors Vineyards – Bonterra Vineyards)

Sales and Marketing

Vice President Southeast Division

- Responsible for hiring and direction of all sales representatives
- Responsible for sales projections for territories within the division
- Direct distributor management (64 distributors, 16 states)
- Responsible for direct sales calls and sales support for all accounts
- Designed and executed sales presentations for major accounts
- Developed and coordinated all regional marketing
- Supervised 3 Regional Managers and 5 Account Managers

Florida/Georgia Regional Manager

- Supervised FL/GA/SC/AL/NC Account Managers
- Developed projections for FL/GA/SC/AL/NC markets
- Created programs for distributors in FL/GA/SC/AL/NC
- Direct sales calls
- Developed presentations for all markets
- Regional Manager of the Year, 1992

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South Florida Account Manager

- Made direct sales calls to all South Florida restaurant and retail establishments
- Developed local promotional budget
- Executed sales promotions with distributors within each district
- Responsible for point-of-sale distribution

Awards and Promotions

- Vice President/Division Manager of the Year, 1995
- Promoted to Vice President/Division Manager, 1993
- Regional Manager of the Year, 1992
- Promoted to Regional Manager, 1991
- District Manager of the Year, 1989

Related Experience

Co-host of *"The Good Life"* – Wine and food radio show – 4 Years

Sundays on the Bay – Miami, FL

1985 – 1987

Restaurant Management – Day Manager – General Manager

Responsibilities

General Manager

Supervised 7 managers

Menu development

All purchasing

Capital expenditures

Supervised all kitchen staff

Hired all employees

Directly supervised all employees

Scheduling

Menu development

Alcoholic beverage program supervision

Previous Employment

Department of Defense (civilian) – Military Club Management – Göeppingen, Germany

Strudel House Restaurant and Lounge, Helen, GA – Owner/Operator

Education

University of Florida, Gainesville

Architecture

Business Administration

Miami Dade Junior College

Business Administration