

# **Martignetti Companies Announces New Senior Vice President of Sales Positions**

Jim Hickey promoted to Senior Vice President of Sales, Spirits

Christopher Conrad promoted to Senior Vice President of Sales, Wine

Source: Martignetti Companies

September 1st

Martignetti Companies announces two new Senior Vice Presidents of Sales positions effective September 1, reporting to Mark Fisher, President, Sales and Marketing. "I firmly believe this enhanced sales structure will significantly improve our capabilities and allow us to achieve even greater results for our supplier partners and our customers", stated Fisher.

Martignetti is pleased to announce the promotions of Jim Hickey and Chris Conrad to the newly created positions of Senior Vice President Sales - Spirits and Senior Vice President Sales -Wines, respectively. These new positions will be accountable for all aspects of the sales cycle with a focus on sales execution results, supplier relationships, financial metrics, personnel management, inventory management, pricing strategies, and go-to-market sales structure. Additionally, they will lead sales efforts in Northern New England and act as liaisons with Rhode Island Distributing.

Jim Hickey has led the Century Division of Martignetti Companies over the past sixteen years as Vice President Sales. He will have direct responsibility for all spirits sales in the Century, United and Excel Divisions and will be involved with the spirits suppliers in the Commonwealth, Carolina and Classic Divisions. Jim's extensive spirits industry experience includes channel dedicated sales positions for multiple suppliers at all levels giving him a unique understanding of the marketplace.

Chris Conrad has spent twenty-four years at Martignetti Companies with the last nine serving as Vice President Sales - Northern New England. He will have direct responsibility for all wine sales in the Carolina, Commonwealth, Connoisseur and Classic Divisions and will be involved with the wine suppliers in the United and Excel Divisions. He has led his team to national recognition and set the standard for control state sales success. Chris is widely recognized for his expertise and his business disciplines in our industry.