

NCSC XXIV
Round 1 & Wildcard
Case Profiles
2022



Gartner[®]

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the NCSC**

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Round 1 Salesperson Info

Case Info

You have been on the Gartner team for a little over a year and have been cold-calling with some success but leads from Gartner's Conferences have netted you very good prospects. You have been working leads from last March's CIO Leadership Forum and Eskridge Wine & Spirits is one with which you have had little success in getting a meeting. In August of last year you read *Mark Brown on the Future of Sazerac and the Spirits Industry* in Forbes (July 3, 2021) which spurred you to increase your efforts to connect with Eskridge W & S. Information from your research (2021):

Revenues: \$309.46M

Employees: 1,969

HQ: Atlanta, GA

Facilities: 5 MFG and distribution facilities in U.S. & France

Recent Acquisitions: Marie Brizard, California Company

The Sales Call

You have been trying to connect with Kris Helling via phone, email, and LinkedIn since August with no success. However, Kris finally accepted your invitation to connect last week and messaged you to set up a meeting through Kris' admin, Brent McCulloch. Kris did not respond to any additional messages, and you have had no communications with Kris, other than the call with Brent. Brent was nice, but you gained no additional information from him, other than him saying that Kris was busy and has had a lot going on over the past 3 months.

What you Found

Founded in 1850, Eskridge Wine & Spirits has thrived as an independent, American family-owned company with operations in the United States and around the world. Since the 2000s, Eskridge has averaged double digit growth every year! Our vision is to become one of the industry's most desired places to be. Eskridge attributes its success to a unique blend of history, culture, brands, relationships, innovation, technology, and most importantly, its people.

Administrative Team from website:

Pres. & CEO: Brad Eskridge

CFO: Duleep Delpechitre

Dir., Digital Experience & Mkt: Kellie Jackson

Dir., Global IT Infrastructure & Ops.: Kris Helling

Prospect Background

From LinkedIn: Kris Helling

Experienced Information Technology Leader skilled in Operations Management, Technical Architecture, Information Security and Information Technology Strategy.

Eskridge Wine & Spirits – 3 years

Dir. Global IT Infra & Ops. (March 2021)

I.T. Operations Mgr (Oct 2019 – 2021)

Kindred Healthcare – 8 years

Corporate Manager – Client Systems (Client Infrastructure, Virtualization, & Software Distribution (4 years)

Sr. Systems Programmer (4 years)

Education: University of Louisville, BS Bus. Administration, Management and Operations

Volunteer Experience

Assistant Coach: Sawyer Youth Soccer Assoc. 2018





Wildcard Round Salesperson Info

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Prospect Background

From LinkedIn: Kellie Jackson

Consumer-centered eCommerce leader & change agent with 14+ years' experience building consumer brands through the art and science of digital marketing.

✓ Successful track record of new business growth within global matrixed environments ranging from minor to major government restrictions and regulation.

✓ Hands-on leader capable of developing website experience, vision, strategy, and roadmap, bolstered by external agency partners to augment a small core team.

✓ Expertise in domestic and international eCommerce.

✓ Adept at building trust-based, respectful cross-functional relationships with vendors and global partners.

Eskridge Wine & Spirits – 2 years

Dir. Digital Experience & Marketing

Reynolds American – 2 years 4 mths

Dir. eCommerce – Consumer Marketing

Sunglass Hut – 2 years

Global eCommerce Solutions Manager, IT Retail

Education: Hillsdale College, BBA Marketing

