

Colten Matthew Jury

CAREER SUMMARY

Retail Account Management / Customer Development / Retail Sales & Merchandising

Strong Communication, & Multi-Tasking Skills; Highly Motivated with the Ability to Learn New Industries Quickly; Exceptional at Developing New Business, Securing Customer Loyalty & Building Strong Relationships with Customers

- Contract Negotiations
 - Market Development
 - New Product Introduction
 - Profit & Loss Management
 - New Business Acquisition
 - Portfolio Expansion
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PROFESSIONAL EXPERIENCE

Alien Beverages LLC dba. Area 51 Energy
COO

10/2025 — Present

CONGO BRANDS – DFW, TX

12/2023 – 10/2025

Distributor Manager:

- Accountable for Large Format and Small Format Execution
- Responsible for 500+ Large Format accounts and 3000+ Small Format accounts
- Facilitate Weekly Team Meetings: Sales, Marketing & Strategy
- Manage Distributor Performance vs Plan
- Implement Sales Incentives to Drive Retail Execution
- Manage Accounting & Billbacks

CONGO BRANDS – DFW, TX

04/2023 – 12/2023

Market Manager:

- Accountable for 7 Large Format Sales Representatives & 1 SDL Designate
- Responsible for 500+ Large Format accounts
- Facilitate Weekly Team Meetings: Sales, Marketing & Strategy
- Design & execute local account specific programming

PEPSICO – PHOENIX, AZ

12/2022 – 04/2023

District Sales Manager:

- Accountable for 14 Large Format Sales Representatives & 1 SDL Designate
- Manage over \$16.8MM in Net Revenue and 1.3MM cases
- Responsible for 48 Large Format accounts
- Facilitate Weekly Team Meetings: Sales, Marketing & Safety
- Design & execute local account specific programming

PEPSICO – PHOENIX, AZ

08/2020 – 12/2022

Customer Development Account Representative:

- Manage over \$3.8MM in Net Rev and over 200M cases
- Responsible for 162 Convenience & Gas locations
- Negotiate & execute Customer Development Agreements
- Design & implement local account specific programming
- President's Award Winner

PEPSICO – PHOENIX, AZ

07/2019 – 08/2020

Energy Sales Representative:

- Responsible for 153 Convenience & Gas locations (West Phoenix Metro Area)
- Negotiate & execute Energy Drink agreements
- New product introductions & designing /implementing sales strategies
- Design & implement local account specific programming

IT SKILLS: ERT Reporting, VIP Karma, VIP idig, SRS, Smartr, Briefcase, Microsoft Office Programs - Word, Excel, PowerPoint, Outlook, Smart Selling Deal, Tableau