

Jeffrey R. Fitzpatrick, MPA

SALES AND BUSINESS DEVELOPMENT COMMERCIAL GROWTH | PARTNERSHIPS | OPERATING EXECUTION

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PROFESSIONAL SUMMARY

Sales and business-development leader with 15+ years across consulting, consumer products, logistics, financial services, and public-sector work. Opens markets, develops accounts and partnerships, and builds the processes that sustain growth. Combines consultative selling, pricing, pipeline discipline, team leadership, and hands-on operational execution.

CAREER HIGHLIGHTS

- Drove 37% organic account growth over two years in Bay Area logistics operations serving McKesson Pharmaceuticals.
- Designed and sold a Save Mart pharmaceutical logistics solution generating an 82% contribution margin using existing delivery routes.
- Saved 30 administrative hours per month for an executive assistant at Litchfield Law through Excel tools and Clio CRM/billing exports.

CORE COMPETENCIES

Core Skills: Business Development | Consultative Selling | Market Expansion | Strategic Partnerships

Execution: Pricing | Contract Negotiation | CRM and Pipeline | Team Leadership

PROFESSIONAL EXPERIENCE

FM Management Consulting

San Diego, CA

Sales & Commercial Strategy Consultant

June 2018 - Present

Independent consulting practice maintained alongside concurrent employment.

- Advise emerging and mid-sized companies, founders, and investors on market expansion, partner selection, contract negotiation, pricing, launch planning, and scalable sales operations.
- Built Excel tools and Clio CRM/billing exports for Litchfield Law, reducing executive-assistant administrative work by 30 hours per month.

Client Engagement: Wilde Irish Gin

Director of Sales, California

June 2025 - July 2026

- Led California sales to record months in September and October 2025, each at 3x the prior-year sales level.
- Led internal and external sales teams across California; set performance targets, coached employees, and held distributor partners accountable for results.
- Built customer target lists, CRM tools, performance reports, and territory plans to guide sales activity and account growth.
- Partnered with marketing, operations, finance, legal, and executive leadership to align commercial strategy with supply, brand, and investor priorities.
- Directed pricing, distributor transitions, and key-account acquisition to support market expansion.

Conecuh Brands, LLC

Western U.S.

Director of Sales - CA, NV, HI | Regional Sales Manager - West

June 2023 - January 2025

- Led a five-state distributor network; promoted to Director of Sales for CA, NV, and HI in September 2024.
- Grew McConnell's Irish Whisky accounts by 131.5% and volume by 127.7% in Q1 2024, earning the Belfast Bound Award.
- Led a multi-state brand relaunch, coordinating operations, distributors, and field sales.
- Secured January 2025 execution across all 16 priority Lee's Discount Liquor accounts, with product authorization extended to all 23 stores.

Ohza - Simple Skiff Beverages

Western U.S.

Regional Sales Manager - West

April 2022 - May 2023

- Led distributor, pricing, and key-account work in five Western states; Ohza was acquired in May 2023.
- Expanded grocery distribution through launches with Costco Northern California, Walmart, WinCo, and other major regional chains.
- Delivered 15% revenue growth in 2022 and 46% in Q1 2023 at Ohza.

PROFESSIONAL EXPERIENCE CONTINUED

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- Sazerac, Inc.** Orange County, CA
Market Development Representative June 2020 - April 2022
- Helped design the Market Development Representative sales program; trained seven new hires in California and Texas, all promoted to management-track roles within one year.
 - Earned national recognition for account execution and a best-practice strategy presented company-wide.
 - Grew a mature 50-account territory 26.7% in FY22, adding approximately 2,118 cases.
- Sazerac Brand Ambassadors, Inc.** Southern California
Engagement Manager - Fireball | Brand Ambassador - Fireball January 2019 - May 2020
- Shifted from hospitality activations to data-led retail sales during COVID-related closures and built new retail partnerships.
- Ontario Police Department** Ontario, CA
Administrative Intern January 2017 - April 2018
- Developed four false-alarm reform options with projected six-figure annual savings.
 - Researched, analyzed, and presented third-party software and services for department modernization and operating efficiency.
 - Designed data-management systems for rapid analysis of Special Operations Division tactical training.
- Fox Transportation, Inc.** San Leandro, CA
Business Development - West March 2014 - March 2016
- Drove 37% organic account growth over two years in Bay Area logistics operations serving McKesson Pharmaceuticals.
 - Designed and sold a Save Mart pharmaceutical logistics solution generating an 82% contribution margin using existing delivery routes.
 - Managed two supervisors overseeing 23 drivers; implemented standard operating procedures and training.
 - Converted more than 50 independent contractors to employees as operating requirements changed.
 - Partnered with third-party developers on nationwide delivery and logistics software workflows.
- American Financial Network, Inc.** Chino Hills, CA
Onboarding Manager | Project Manager, Legal/Operations January 2013 - March 2014
- Served as a direct liaison to the CEO, President, and General Counsel; built and led a four-person onboarding team supporting employees, branches, and divisions nationwide.
 - Streamlined cross-functional workflows across accounting, payroll, legal, and executive leadership.

EARLIER EXPERIENCE

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- Emerald Isle Tile | Owner & Operator, 2008 - 2012. Managed client acquisition, estimates, bids, contracts, scheduling, subcontractors, and quality.
 - Young's Market Company, 2004 - 2007: chain retail sales and account support, including BevMo. Falcon Tile & Stone: trade and project roles, 2000 - 2004 and 2007 - 2012.
 - Parliament of the United Kingdom | Research Assistant Intern to MP Barry Sheerman, January - April 2012. Researched and summarized events for the Member of Parliament.

EDUCATION

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- University of Southern California, Sol Price School of Public Policy** Los Angeles, CA
Master of Public Administration | Graduate Certificate, City/County Management 2018
- California State University, Fullerton** Fullerton, CA
Bachelor of Arts, Criminal Justice, cum laude 2012
- University of London** London, UK
Study Abroad Spring 2012