

Kristian Benavidez

KristianBenavi@gmail.com MOBILE PHONE (956)466-1051 [linkedin.com/in/kristian-benavidez](https://www.linkedin.com/in/kristian-benavidez)

Summary

Sales and Commercial Leader with 14 years of experience driving revenue growth, expanding market presence, and leading cross-functional execution across competitive and regulated markets. Proven ability to align strategy with financial outcomes, build strong customer partnerships, and lead teams to deliver results at scale.

Technical skills: Digital tool creation for data-driven coordination, alignment, forecasting, optimization and decision-making
Business competencies: Go-to-market strategies, contract negotiation, sales operations scaling, cross-functional execution
Recognition: Executive presence, stakeholder engagement, passion for mission-driven impact

Professional Experience

McLane Hunger Solutions (Division of McLane Global) – Director | Houston, TX | September 2023 – September 2025

Leadership & Strategy

- **Managed the division P&L**, aligning financial performance with strategic objectives and delivering triple-digit profit gains
- **Coordinated cross-functional operations** in sales, procurement, and logistics to deliver profitable growth and operational efficiency
- **Presented strategy and outcomes to executive leadership** and external stakeholders, strengthening long-term partnerships

Execution

- **Secured 4 contracts**, expanding distribution to new markets by 600% and yielding 2.5M+ additional meals to underserved communities
- **Negotiated complex agreements** (pricing, compliance, outcomes) with government and institutional customers

Anheuser-Busch – Senior Key Account Manager | Key Account Manager | Texas | January 2020 – September 2023

Leadership & Strategy

- **Executed turnaround strategy for Bud Light**, achieving volume growth despite double-digit category declines
- **Designed and executed market penetration strategies** that grew Estrella Jalisco by 3,000% YOY.
- **Cultivated and led wholesaler and broker partnerships** across multiple markets, aligning execution with corporate and client objectives

Execution

- **Grew Michelob Ultra revenue and market share** by 27% and +2pp share respectively (Nielsen), while scaling brand activations by 300%
- **Expanded retail coverage** from 4 to 9 banners through joint business planning, fact-based selling, and category insights.
- **Negotiated pricing and promotional programs**, ensuring disciplined trade-spend management and profitability.

Coca-Cola – Area Sales Manager | District Sales Manager | Market Development Manager | August 2011 – January 2020

Leadership & Strategy

- **Led sales execution resulting in \$67M+ in annual revenue** across large, small, and on-premise channels
- **Developed and coached teams of 110+ sales professionals**, mentoring managers and driving execution excellence
- **Translated national strategies** into regional execution, strengthening category leadership and improving retail performance

Execution

- **Implemented KPI tracking and forecasting systems** that improved accuracy, reduced inefficiencies, and strengthened customer delivery
- **Conducted consultative business reviews with clients**, aligning pricing, promotions, and distribution strategies to mutual goals

Skills & Operations

Sales Strategy | Consultative Selling | Client Partnerships | P&L Management | CRM (Salesforce, D365) | KPI Development | Market Strategy
Data Mgmt. & Power BI | Negotiation | Team Leadership | Data-Driven Decision Making | Forecasting & Process Optimization | Budgeting & Staffing

Leadership & Recognition

- Houston Latinos 40 Under 40 – Recognized for leadership and innovation in expanding access to USDA nutrition programs
- Received the Anheuser-Busch Revolutionary Award in 2022 for AD strategy and sales performance
- Recognized as an Emerging Leader by the Houston Hispanic Chamber of Commerce for professional and community impact
- Championed Coca-Cola Southwest Beverages' *Execution Fundamentals* program, boosting compliance and sales execution

Education

- MBA – University of Texas Rio Grande Valley
- BBA – University of Texas at Austin