

**From:** [noreply@civicplus.com](mailto:noreply@civicplus.com)  
**To:** [CityAdmin](#)  
**Subject:** [External] Online Form Submittal: BOARDS & COMMISSIONS Application  
**Date:** Thursday, April 21, 2022 8:56:20 PM

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External email. Please use caution.

## BOARDS & COMMISSIONS Application

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### BOARDS & COMMISSIONS Application for Appointment

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DATE 4/21/2022

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BOARD OR COMMISSION Liquor & Beer Licensing Board

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#### Contact Information

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FIRST NAME Modesto

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LAST NAME Cartagena

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HOME ADDRESS 611 Madison St

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CITY Pueblo

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STATE Colorado

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ZIP 81004

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OFFICE ADDRESS 2100 S Freeway

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CITY Pueblo

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STATE Colorado

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ZIP 81004

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DAYTIME PHONE 5052057191

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E-MAIL ADDRESS [mcartagena@comcast.net](mailto:mcartagena@comcast.net)

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ARE YOU CURRENTLY EMPLOYED WITH NO

THE CITY OF  
PUEBLO?

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OCCUPATION (or if  
RETIRED, your  
previous occupation)

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Grainger On-Site Representative

Questionnaire

*Please complete the following general information.*

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1. Please list your  
areas of  
accomplishments that  
you feel could assist  
the mission of this  
Board or Commission.

Grew Evraz by 15% or \$250,000 in the 1st quarter of 2022.  
Mainly coming from the boot store, I was able to identify  
opportunity which was womens styles. I looked at how we were  
missing a growing segment and closed the gap.

I think we need to look at how our local On Premise locations are  
buying their liquor and why they aren't going through the correct  
channels? We are missing revenue because a good portion of  
our Restaurants decide to buy from the Off Premise. We need to  
close some of these gaps.

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2. Why are you  
interested in being  
appointed to this Board  
or Commission?

1. Have a Voice in Decision Making, to have a voice in decision  
making. How do we teach our growing community how to drink  
responsibility.

2. Serve the Community, I moved here 8 years ago and have  
been a volunteer for the Pueblo Chamber of Commerce. I see  
that we are growing and see that as a group we can all grow.

3. Relevant Expertise, I was in the liquor industry for over 20  
years as a Sales Person to a Supplier for a Major Manufacture.

4. Interest in Planning, Land Use, or Local Government. As a  
growing community how are we looking at new locations.

5. Learning Opportunities, on my personal development

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3. What Goals would  
you like to see this  
Board or Commission  
accomplish?

As a commission / advisory board member, I'd have a role in  
guiding your respective organization in the accomplishment of its  
purpose, goals and objectives. To accomplish this task, a  
commission / advisory board should operate with a list of  
objectives to guide its work each year

Be sensitive to potential conflicts of interest.

Make every attempt to follow the rules of fairness and objectivity  
in all activities concerning the commission or advisory board.

Adhere to the open meetings law.

Make every effort to attend commission or advisory board

meetings (have at least 90% attendance at meetings), be punctual, be considerate of everyone's point of view, and be prepared to take an active role in board / commission or advisory

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4. List any other items that might be useful in consideration for your appointment to this Board or Commission.

- 1.Pre-existing passion for the cause
  - 2.Eagerness to participate at every meeting
  - 3.Willing to prepare ahead for meetings
  - 4.Anxious to serve on committees
  - 5.Strong desire for stewardship to others
  - 6.Supportive, but willing to express their own opinion
  - 7.Strives to learn as much as possible
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(Section Break)

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Upload résumé, references and/or other pertinent information

[Modesto Cartagena Resume.pdf](#)

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Email not displaying correctly? [View it in your browser.](#)

## **Modesto Cartagena IV**

611 Madison St.  
Pueblo, Co 81004  
1-505-205-7191

E-mail: modesto.cartagena@grainger.com

**Qualifications:** Successful **Sales and Marketing Manager** with over 20 years experience in Consumer Goods/Beverage Alcohol. Proven track record of selling and leadership to drive desired results and strengthen organizational health to deliver a positive ROI. Experienced at maintaining and expanding relationships with key customers; creating partnerships that enable Grainger to succeed and prosper.

### **Experience:**

**Grainger**  
**OnSite Representative**

**Pueblo, CO**  
**2019 -Present**

- Probes for customer needs during each site visit and provides leads to assigned Account Manager Reinforces with customers to the value of installing or using Grainger services or solutions to benefit their business
- Executes onsite service component of account strategy as defined by cross-functional local leadership (Mgr, Onsite Services, Account Manager, or District Sales Manager)
- Participates in implementation call reviews with Account Manager, District Sales Manager and Mgr, Onsite Services to assess viability of Inventory Solutions offerings at a customer site
- Works collaboratively with sales partners to expand Grainger services and offerings in assigned customer locations

**Swire Coca Cola**  
**FSOP Market Development Manager**

**Pueblo, CO**  
**2018-2019**

- Develop customer relationship, review business results with customers
- Sell in promotional programs, ensure customer compliance
- Support contract renewal negotiations
- Generated leads and quality appointments weekly
- Secured 17 of 30 new targeted accounts in the Pueblo area in my first 90 days
  - Grew Bottle and Can business by 8% in 9 months
  - Grew Fountain business by 4% in 9 months
- Attend all special events for Coca Cola to ensure seamless execution.

**Bub's Beverage  
Sales Manager**

**Denver, CO**  
2017-2018

- New Distributor in Market
- Responsible for cold calling on accounts in the Cripple Creek, Manitou Springs, Colorado Springs, Pueblo and Canon City area
- Maintain detailed account records and contact logs
- Generated leads and quality appointments weekly
- Implementing custom programs in Casinos, Broadmoor, and Cheyenne Mountain Resort
- Created Key Account Management segment for the distributor, calling on local chains:
  - King Sooper \$8,000
  - AAFES \$13,000
  - Whole Foods \$9,000
  - Natural Grocers \$10,000

**Breakthru Beverage  
Sales Representative**

**Denver, CO**  
2015-2016

- Responsible for 120 accounts in the Cripple Creek, Manitou Springs, Colorado Springs area
- Achieved 106% of assigned Calendar year distributor volume goal.
  - Grew Moet Hennessy portfolio by 8%.
  - Growing Diageo Spirits by 15%
- Implementing custom programs in Casinos and Broadmoor
- Nominated for Sales Person of the year Diageo Spirits

**Brown Forman  
New Mexico State Manager**

**Albuquerque, NM**  
2011-2015

- Responsible for 1500 accounts in New Mexico.
- Primary contact between Brown Forman and NDC NM.
  - Achieved 102.7% of assigned FY14 Distributor volume goal.
  - Achieved 106% of assigned FY13 Distributor volume goal.
  - Achieve 102% of assigned FY 12 Distributor volume goals.
- Planned, developed, sold, and implemented custom promotions with Walgreens which grew volume on 375ml Jack Daniels / Honey by 15%.
- Forecasted annual and monthly sales.
- Prepared and administered annual budgets.
  - Special Events budget of \$80,000 for promo team
  - Prepare Budget for events and post evaluation of each event
- Worked with wholesalers and area teams to set pricing and promotions.
- Executed national programs for the chain team, Distributor team executed at +80% on WalMart programs in FY14.

**Brown Forman****Denver, CO****Hispanic Market Manager / Off Premise Manager**

2007-2011

- ◆ Responsible for Hispanic identified accounts in Colorado.
  - Achieved +11.5% of assigned On Premise account goals.
  - Grew Off Premise accounts by +4.2 % in Korean and +6.1% in Hispanic accounts.
  - Dedicated Special events Team of 8 which grew awareness of brands
- ◆ Planned, developed, sold, and implemented custom promotions and incentives for Distributor.
- ◆ Planned, developed, sold, and implemented custom promotion which grew Tuaca in Hispanic On Premise by 30%.
- ◆ Forecasted sales in targeted accounts.
- ◆ Prepared and administered annual budgets on Hispanic accounts.
- ◆ Worked with wholesalers and area teams to set pricing and promotions.

**Southern Wine and Spirits****Albuquerque, NM****Off Premise Chain Sales Manager**

2004-2007

- ◆ Responsible for 136 chain specific accounts and 6 Account Managers, 6 Team Leaders.
- ◆ Increased sales to assigned chain by 12% over previous year's sales.
- ◆ Sold and maintained all programming on the chain level; ads, new items, pricing. Influenced display programs, and closed distribution gaps.
- ◆ Met with key suppliers and implemented programming which grew Smiths by 6% during Oct., Nov., Dec with Bacardi Rum and Jim Beam Bourbon.
- ◆ Liquor table set captain when I was the Chain Account Manager for Raley's, and Smith's.

**Miller Brewing Company****Albuquerque, NM****Territory Sales Manager**

2001-2004

- ◆ Responsible for 2100 accounts in New Mexico.
- ◆ Primary contact between Brewer and wholesaler. Achieved 103.4% of assigned 2003 distributor goal. Grew off-premise accounts by 12 %.
- ◆ Assisted with July 2003 New Mexico Beverage-Maloof Co merger and following transition.
- ◆ Planned, developed, sold, and implemented custom promotions and incentives for wholesaler.
- ◆ Forecasted sales. Prepared and administered annual budgets.
- ◆ Worked with wholesalers and area teams to set pricing and promotions.
- ◆ Executed national programs for the chain team.

**Southern Wine and Spirits****Albuquerque, NM****Key Account Manager**

2000-2001

- ◆ Responsible for 53 chain specific accounts.

- ♦ Increased sales to assigned chain by 89% over previous year's sales, selling in excess of \$4.5 million.
- ♦ Sold and maintained all programming on the chain level; ads, new items, pricing. Influenced display programs, and closed distribution gaps.
- ♦ Met with key suppliers and implemented programming.
- ♦ Wine table set captain. Maintained wine sets with influence on liquor sets. Conducted wine sets for West Texas stores as well.

**Quality Import, Maloof Companies.  
Southern Area Manager**

**Albuquerque, NM  
1999-2000**

- ♦ Responsible for approximately 420 accounts.
- ♦ Built newly created sales management job. Responsible for all sales, 4 sales representatives, and 4 merchandisers in southern half of the state.
- ♦ Brought area from 25% below the previous year's numbers to 9% above projections by creating new business, increasing local promotions, and conducting one-on-one training on a daily basis with sales representatives.
- ♦ Conducted liquor and wine training seminars for area wait staff and sales people.
- ♦ Trained merchandisers in pre-selling for sales people.

**Quality Imports, Maloof Companies  
Division Manager**

**Albuquerque, NM  
1998-1999**

- ♦ Responsible for approximately 600 off-premise accounts.
- ♦ Set pricing, goals, annual, and monthly programs.
- ♦ Trained sales representatives to company standards.
- ♦ Attended all resets and conducted periodic reviews of chain and individual stores.

**Gallo District Manager  
South Territory**

**Albuquerque, NM  
1996-1998**

- ♦ Responsible for approximately 300 off-premise accounts.
- ♦ Managed staff of 7. Trained Gallo sales personnel to Gallo standards.
- ♦ Set quotas and display objectives.
- ♦ Reviewed sales personnel annually.
- ♦ Conducted regular reviews of chains and individual stores.
- ♦ Set quotas and display objectives for sales representatives.

**Gallo Division.  
Sales Representative**

**Albuquerque, NM  
1994-1996**

- ♦ Responsible for approximately 30 accounts.
- ♦ Developed long-term relationships in several territories, both chain and

individual retailers.

- ♦ Executed company programs, including additional cold box placements and displays.
- ♦ Known for ability to close distribution gaps

**Del Norte Marketing.  
Sales Representative**

**El Paso, TX  
1993**

- ♦ Responsible for approximately 90 accounts.
- ♦ One of three salespeople providing both sales and merchandising service in a community of over 650,000 people.
- ♦ Established on-premise presence through cold-calling on accounts.

**Education:**

B.S. Applied Management, National American University 2008

**Other:**

Bilingual in Spanish, proficient in MS Word, Excel, PowerPoint, Access, Intactix, familiar with AC Nielsen, DCR/SDDM

**Training:** ( Not all inclusive )

Managing for Impact

Solution Selling

Conflict Management

STEPS (Planning Model)

Leadership Pueblo 2018