

To whom it may concern:

I am writing the following letter of recommendation on behalf of Derrick Peters. Over the past three years I was working as the Sales Training Manager of Beam Global Spirits and Wine. Derrick was one of the many people who came through our ranks through our new hire orientation and then worked with me in field for two years plus in the Seattle marketplace.

My role was to help train and develop the key Beam Global people and help them achieve their personal and business goals. Derrick Peters was a “breath of fresh air” from my perspective as he not only met or exceeded his sales objectives but he possessed other attributes that you cannot teach.

- First and Foremost he had a creative side that not many others possessed in the organization. He did not stick to the old “tried and true” like many in the industry did. He possessed a creative vision as it related to many of the brands and he would strategically lay out programs and then tactically execute against them. At the end of the day many brands such as Cruzan Rum, Sauza Tequila and our bourbon portfolio benefited with our consumer base due to Derrick’s vision, creativity, passion, and pursuits to challenge the everyday. It was a pleasure to see Derrick interface and collaborate with the BGSW leadership and then see his ideas to fruition in the Seattle marketplace
- Relative to his role as a sales representative after his orientation, he was pleasant, likeable, and exhibited solid skills in field. What I really was impressed with was the camaraderie he built with the balance of the team. My viewpoint was that the lion’s share of this team was fragmented and pretty much needed an inside leader, and when Derrick came on board, he had a way of bringing people together. That is something that at times you cannot teach. It is a leadership skill that only some exhibit. You either have it or you don’t and he had it.
- As Derrick received his promotion to Marketing Activations manager, I had left the market, but I was proud to see the management at Beam Global saw his talents and enabled him to achieve his goals. That role called for a person who could set strategy as well as activate numerous projects across a wide array of individuals within a 6 state region. Derrick stepped up and delivered for the region and for a young man so new in the industry, it really said a lot about who he is and what he is able to accomplish

Enough said, I wish you luck in your decision making process. I will miss Derrick greatly and hope that upon recognizing his goal in furthering his education, which he will come back to us down the road. Derrick Peters was like family to me, although I only saw him every three or four months. I was proud that in some small way I was able to help him better himself and our organization. I miss his smile; his can do attitude and his infectious way of bonding those around him into a winning family and team

Do not hesitate to call me at 208-850-9821 if I can provide any further insight on Derrick Peters down the road.

Vince LaBella  
State Manager, BGSW  
Pennsylvania