

# BENJAMIN ALPERN

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## Work Experience

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### Good Feels, Wholesale Account Executive

July 2023 – September 2023

- Responsible for bringing in new and current business for our infused seltzers and beverage enhancers. Worked face-to-face with dispensaries and built relationships with new accounts. Utilized my wholesale strengths by making sure the client got what they needed on a bi-weekly or monthly basis.

### Trulieve, Wholesale Account Manager

October 2022 – June 2023

- Responsible for wholesale cannabis sales to dispensaries and manufacturers in Massachusetts. Sell both finished products and bulk cannabis. Primary focus is opening up new relationships with dispensaries as well as reviving delinquent accounts. Strengths include understanding needs of retailers/manufacturers, relationship-building and deep product knowledge.

### Reverie 73, Project Manager

September 2020 – April 2022

- First employee of a three-location adult use cannabis dispensary in Massachusetts. Wore multiple hats including helping to secure Host Community Agreements in Lowell, Beverly and Gloucester, MA. Prepared various materials and presentations for partners for planning, zoning, parking and design review meetings. Approached and met with dozens of cannabis cultivators, manufacturers and distributors of accessories in order to vet and select brands and products to stock in our first location. Directly responsible for creating the product mix and in-store merchandising of displays. Experience with Dutchie/LeafLogix.

### Colorado Rapids Soccer Club, Inside Sales Representative

January 2020 – September 2020

- Responsible for generating game day ticket sales. Assisted with developing fan retention programs. Specific duties include prospecting a minimum of 50 calls/day, processing ticket orders and providing exceptional customer service to new clients.

### Boston Red Sox, Premium Sales & Service

April 2019 – September 2019

- Responsible for premium clients' total game day experience. Duties include meeting clients and their guests (as few as 10 or as many as 400), engaging with them in conversation, giving behind the and on-field tours, ensuring that clients get to their suite or hospitality destination and problem-solving any issues. **Awarded the 2019 Employee of the Season for Sales and Service.**

## Internships

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### Tampa Bay Buccaneers, Partnership Game Day Staff/Training Camp Assistant

April 2017 – December 2017

- Checked in former NFL players, prospective and current clients. Took clients on the field during pregame and then to their featured suites. Built relationships with prospective clients, exploring their needs and pain points, and relayed information to the director.
- Main point of contact for Sponsorship and Activation before practices. Other responsibilities consisted of on-field play charting, setting up fencing, bunting, and helping out with charitable practices (i.e. Play 60).

### Tampa Yankees, Game Day Operations Intern

Summer 2016

- New York Yankees "Class A" Affiliate. Executed on-field promotions; responsible for the scoreboard, customer service and posting to all social media accounts during game days. Additional responsibilities included managing off-field charity and school events as the team mascot handler.

### Lowell Spinners, Media Relations Associate

Summer 2014

- Boston Red Sox "Class A" Affiliate. Managed audio system for the baseball park during the 38-home game schedule. Responsibilities included organizing entire music and sound effects library, running the audio board during game day and coordinating with all game-related and on-field promotions. Additional responsibilities included creating on-field promotions, community appearances, managing youth baseball and dance camps and wearing the team mascot costume. Averaged 70 hours a week.

## Education

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### University of Tampa

- MS in Entrepreneurship/Entrepreneurial Studies, 3.7 GPA 2019
- BS in Sport Management, 3.5 GPA 2017
  - Minaret Academic Scholarship Recipient 2013-2017
  - University of Tampa Men's Soccer Team 2013-2017
  - Sunshine State Conference All-Academic Honors 2013-2017

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## References

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