



Professional Summary

A seasoned Account Manager in the Fuel & Retail Industry that has extensive experience in building and maintaining the relationships of our fuel retail clients while simultaneously consulting their marketing and advertising needs for the forecourt.

Professional Experience

GSTV - Sr. Manager, Strategic Accounts

2009 - Present

Detroit, MI

- Identify potential and current strategic fuel retailers to assist with their growth and expansion within the market.
- Present GSTV capabilities at various trade shows throughout the year, to educate current retail partners and prospects on the everchanging industry landscape.
- Maintain and develop relationships with over 2,000 fuel retail partners and more than 10,000 stations in key markets
- Marketing consultant for fuel retail operator's forecourt media

Keller Williams Realty - Director of Marketing/Client Relationships

2005 - 2009

Los Angeles, CA

- Launched custom marketing campaigns for all new clients tailored to specific desired results
- Managed entire division's data, documentation, and correspondence history
- Managed customer databases through multiple CRM software platforms
- Responsible for training and onboarding new divisional employees.

SFV Realty Professionals Inc. - Office Manager

2003 - 2005

Los Angeles, CA

- Executed daily operations to maintain the highest quality of work and standards
- Coordinated Real Estate transactions for an office of 15 agents
- Composed and distributed inter-departmental memorandums.
- Implemented improved book-keeping processes.
- Responsible for training of all new employees



To whom it may concern,

I am writing to recommend Veronica Briones for one of the 2024 NACS Supplier Committees. She has worked in the Convenience Industry for 15 years and has spent the last 6 at GSTV. Veronica reported to me for 4 years as a Retailer Success Manager where she managed 2,000 retailer partners and more than 10,000 sites.

Veronica is always willing to get involved to develop solutions and solve problems both internally and for our retailer partners. In her role as Sr. Manager, Strategic Accounts, she uses her industry knowledge and experience to help develop new partnerships/programs for both new and existing retailer partners.

I have truly valued my time on various NACS committees over the years and as I think about ensuring that GSTV continues to play an integral part in the industry and within NACS, I believe that Veronica's passion and commitment will bring added value to both retailers and supplier partners of NACS.

Veronica is a delight to work with and I know she would be an asset to any of the committees.

Should you have any further questions feel free to reach me at 248.464.5784

Thanks,

Nick Paich

Nick Paich | Convenience Industry Ambassador
O: 248.581.2942 | C: 248.464.5784



To: NACS
From: Dusty Smith
Date: November 4, 2023
Subject: 2024 NACS Supplier Committee

To Whom It May Concern,

I recommend Veronica Briones for one of the 2024 NACS Supplier Committees. Veronica is the Sr. Strategic Account Manager for GSTV and has worked in the Convenience Industry for 15 years. She truly enjoys working with retailers and supplier partners and is always willing to go above and beyond. Veronica's dedication and deep knowledge of the fuel and convenience industry would be a great addition to the NACS supplier committee. Please feel free to reach out with any further questions.

Sincerely,

Dusty Smith – Regional Account Manager

[264 Fern Ridge Rd | Douglas, GA 31535](#)

C: 229.457.7035 | www.gilbarco.com

