



Sebastien Ouellet

Senior Executive - Wine & Spirits Industry

Dynamic & proven senior level professional with broad consumer experience with industry leading brands. Strong record of developing and implementing innovative brand positioning strategies across multiple product categories, resulting in noticeable growth and long-term brand equity.

✉ sebastien-ouellet@sympatico.ca

📞 + 1 514 830 9910

📍 Montreal, Canada

🌐 [linkedin.com/in/sebastienouellet](https://www.linkedin.com/in/sebastienouellet)

📄 sebastien-ouellet_1

SKILLS

Business Development

Project management

Big data analysis

Communication skills

Leadership

Analytical

Teamwork

Creative mindset

Time management

Multilingual

WORK EXPERIENCE

Area Manager - Americas

Zonin 1821

05/2017 – Present

Italy

One of the most important Italian wine producers worldwide, producing & selling still & sparkling wines from the 7 top wine regions in Italy & Chile.

- Manage and develop the markets of Canada, Latin America & the US Duty Free channel (cruise ships & airlines).
- Responsible for current sales of 240,000 9L cases, worth over \$15,000,000.
- Over 6 years, the Canadian market doubled from 50,000 9L cases to 100,000 9L cs.
- Manage and plan promotional calendars with marketing budget of more than \$2,000,000.
- Developed local awareness campaigns within the largest Canadian markets, both off-trade & on-trade.
- Manage 4 agents in Canada, 2 Travel Retail brokers in the US, and an Area Manager based in Brazil.

Export Manager - Canada

Baron Philippe de Rothschild

2014 – 2017

Bordeaux, France & Chile

Iconic family owned Bordeaux producer with operations in Chile

- Develop business development strategies for Mouton Cadet, Escudo Rojo, as well as Chateau Mouton Rothschild, Chateau Clerc Milon, Chateau d'Armailhac, Opus One in Napa Valley and Almaviva in Chile.
- Manage 225,000 9L case portfolio worth \$36,000,000 in sales, with leader position in Bordeaux & development focus for BPDR Chile portfolio.
- Drive portfolio growth and new product penetration with Constellation Brands Canada, while monitoring and optimizing the allocated marketing budget of \$2,000,000.
- Successfully relaunched & implemented the Mouton Cadet 3.0 strategic rebranding plan in 2017 across the country.
- As Official Sponsor to the Cannes Film Festival & the Ryder Cup golf tournament, planned product launches & activation plan.
- Improved marginal case contribution by 14% by controlling A&P and improving FOB pricing.
- Participated in the Primum Familiae Vini events in 2016 (The First Families of Wine)

Resident Country Manager

Zonin 1821

2010 – 2014

Italy

One of the most important Italian wine producers worldwide, producing & selling still & sparkling wines from the 7 top wine regions in Italy & Chile.

- Grew 50,000 9L cs portfolio to 90,000 9L cs in 4 years, in a monopoly environment (control-state) by 97% ,from \$2.4M to \$4.6M.
- Drove Prosecco listing in Quebec by 300%, from 5,000 to 20,000 cases over 4 years.
- In 2011 alone, obtained 14 new General Listings in Canada through opportunity gap analysis.
- Average case value increased marginal profit by \$9/case.
- In the 2 focus provinces, Quebec growth was +89% while in Ontario, sales increased by 170%.

WORK EXPERIENCE

National Brand Manager

Philippe Dandurand Wines [↗](#)

2007 – 2009

Montreal

National wine distributor with portfolio comprised of leading imported wine brands

- Managed a portfolio of 14 wine producers, including: Baron Phillippe de Rothschild, Errazuriz, Laurent-Perrier, Folonari, Ricasoli, Allegrini, Joseph Drouhin, Trincherro Family Estates, Domaine Drouhin Oregon.
- Portfolio of 475,000 9L cases, increased by 12%; sales over \$50M and A&P budget of \$3,000,000.

National Brand Manager

Pernod Ricard Canada (Corby Distilleries) [↗](#)

2006 – 2007

Montreal & Toronto

Industry leading Pernod Ricard owned controlling stake in Corby Distilleries and therefore distributed all the Pernod Ricard owned brands

- Managed a portfolio of Managed 19 wine brands, including: Jacob's Creek, Wyndham Estate, G.H. Mumm, Mumm Napa, Perrier-Jouët, Stoneleigh, Campo Viejo, Graffigna, Sandeman, Gato Negro & Black Tower.
- Managed 950,000 9L case portfolio, 2% increase over previous year; combined A&P budget of \$6,000,000.

EDUCATION

Executive MBA - Masters in Business Administration

John Molson School of Business

2011

Montreal

North American Sommelier Assn

Italian Wine Specialist (Endorsed by World Sommelier Assn & Italian Sommelier Assn)

LANGUAGES

English



French



Italian



Spanish



CERTIFIED & TRUSTED TRAVELLER

NEXUS cardholder (Certified & Trusted Traveller in Canada, United States & Mexico)

VOLUNTEER EXPERIENCE

Former Vice-President of Alumni Board

College de Montreal (over 5,000 members)

2014 – 2018

Montreal

The 1st school on the Island of Montreal, founded in 1787

Friend and contributor

Les Amis de la Montagne [↗](#)

2017 – Present

Montreal

Organism working to preserve Mount-Royal, the mountain in the heart of the city, from the same architect as Central Park in New York City

REFERENCES

Available upon request