

Sales and Marketing Leader

Enhance Brand Awareness with Cross-Market Partnerships

Forward-thinking marketing expert skilled in building brands while driving demand. Deliver strong ROI results through brand development, direct-response marketing, channel marketing, social media, and customer relationship management. Creative and highly competitive, adept at aligning strategy to market goals.

Areas of strength include:

- **Sales Strategy**
- **Optimizing Business Processes**
- **Revenue-Generating Strategies**
- **Cross-Functional Team Leadership**
- **Multi-Cultural Marketing**
- **Partnership Management**

Professional Experience

4ROCEANS, Corona Del Mar, CA

Director, Sales and Marketing

2017 - Present

Developed national sales and marketing structure to ensure alignment with government-imposed environmental legislature. Led creative and innovative programming to achieve aggressive annual sales goals. Developed sales strategy to focus on large distributors and key accounts during launch to reach large audience with limited resources.

- Secured sponsorship of 2018 Hamptons International Film Festival, driving increased brand awareness and strengthen relations within celebrity network.
- Cultivated strategic partnerships with Patagonia's 1% For the Planet, Sustainable Surf, Surfrider Foundation, Jack Johnson Ohana Foundation, protect our Winters, and Lonely Whale Foundation, driving fundraising, raising brand status, and securing reputation in Environmental industry.
- Aligned marketing structure with government legislation and environmental issues, enabling 4RO to gain distribution in hotels including Hyatt Place, chains including BLK, independents, as well as local boutiques and athletic stores, establishing widespread presence.

BROWN-FORMAN (Parent company to Jack Daniels), Hanover, MD and Newport Beach, CA

2005 - 2017

Field Marketing Manager (National), Hanover, MD

2014 - 2017

Devised marketing campaigns with goal of increasing product awareness and increasing overall sales and profits. Planned, organized, and executed marketing and sales programs for with key influencers like Cory Richards of National Geographic, and Olympians Gretchen Blieler and Elena Height, musician Jack Johnson, and actor Adrian Grenier. Point person for outside, inside, and partner sales teams. Worked closely with marketing teams to create programs. Organized and activated 11 beach clean-ups across US to raise awareness of plastic pollution in oceans.

- Raised \$1M+ for environmental causes nationally by conducting social fund raisers through consumer sweepstakes programs and holding several "Cocktail for a Cause" events in local restaurants and bars in key US markets including Denver, NYC, Montauk, NY, Miami, and Orange County, CA.
- Drove 14% average growth in key markets including FL, NY, CO, and CA by focusing on consumer engagement with local environmental concerns around clean water and plastic pollution.
- Gave 1% of gross profit back to causes consumers agreed to, helping gain brand awareness and loyalty with "do good" type campaign in restaurants, retail accounts, and social media.
- Developed and activated social influencer campaign raising 1.2M+ engagements and \$10K for 1% For the Planet.
- Constructed national sales program in conjunction with distributor's investments, B-F legal teams, and national publications, driving account activation and achieving annual sales and distribution goals.
- Awarded 1% For the Planet - Annual Global Water Partner of the Year 2014.

Field Marketing Manager, Newport Beach, CA

2012 - 2014

Localized national marketing campaigns to increase product awareness and sales profits. Managed annual brand budgeting and planning process for discounting, investment funds, point of sale management, and new product introductions across West division that included CA, AZ, NV, WA, OR, and CO.

BROWN-FORMAN (Continued)

- Negotiated and activated strategic partnerships with San Diego Polo, Del Mar Race Track, Los Angeles Fashion Week, ESPN ESPY Awards, and SF Whiskey Fest, enabling team to drive sales through distributor incentives, customer entertainment, and key in account marketing programs through advertising and highlighting these important partnerships.
- Directed and localized brand marketing plans that enhanced national platforms while driving these plans down to regional sales teams, distributors, and agency partners.

State Sales Manager, Newport Beach, CA**2010 - 2012**

Devised tactics to achieve growth and hit sales targets. Managed 12-person sales team. Designed and implemented strategic business plan to expand company's customer base and ensure continued strong presence. Created recognition program with US Army for "Jack Daniels Support our Troops" program in retail, restaurants, and in key concerts and events.

- Awarded Distributor of the Year 2011 Youngs Market Hawaii - Secondary Market for exceeding sales and POD goals.
- Honored with State Manager - Distributor of the Year Youngs Market Company Hawaii.
- Drove 11% sales growth in 2 concurrent years while achieving point of distribution goals by localizing marketing to fit Hawaiian consumer, creating sales incentives for distributor, and focusing media buys in selected markets and targeted consumers to drive most opportunity for volume growth.
- Created strategic partnership with US Armed Forces for in retail PX, on base events, and on-premise activation for "Jack Daniels Support our Troops" program, gaining focused distribution at Army PX outlets, key high-volume accounts in Waikiki, and were #1 priority brand for distributor as they were invested into this "for the right reason" program.
- Earned Army Recognition Award 2011 for Jack Daniels Support Our Troops program.

Trade Marketing Manager, Newport Beach, CA**2008 - 2010**

Managed agency planning process for key national and regional accounts including Hilton, Kimpton, Cheesecake Factory, TGI Fridays, Darden, and Aramark. Conducted strategic planning and managed budgets of \$1.5M+. Directed ongoing market research that targeted key customer demographics and used information to proactively adjust future marketing plans.

On-Premise Channel Development Manager, Newport Beach, CA**2005 - 2008**

Developed, drove, and implemented channel marketing activity for Jack Daniel's NASCAR, Jack Daniel's Concerts, Professional Bull Riding, and all large-scale events in company's west region.

Devised and oversaw marketing plan. Negotiated and managed sports sponsorship with \$1M budget. Recruited and managed team of 12 agency sales and marketing managers in California. Developed team and personal goals to achieve Brown-Forman, Youngs Market, and agency annual priorities.

- Forged partnerships with LA Angels, LA Clippers, Anaheim Ducks, SF Giants, SD Padres, SD Chargers, and AEG venues, gaining new distribution and focus on Brown-Forman brands in large high-volume and highly-influential accounts, building brand credibility, and reaching consumers in new and aggressive manner.

Additional Relevant Experience

LIVE NATION / HOUSE OF BLUES, Los Angeles, CA, **Director**, Concerts

Education

- Marketing / Sustainability Services continuing education, University of California, San Diego Extension, San Diego, CA

Professional Recognition

- 9-time winner of Brown-Forman Manager's Choice Award: 2017, 2016, 2015, 2012, 2011, 2010, 2009, 2008, 2006

Community Involvement

- Ambassador, Jack Johnson tours and environmental marketing, 2009 – Present
- Ambassador, Patagonia's 1% For the Planet (FTP), raised \$550k for 1% FTP partners
- Jack Daniel's Support the Troops Program, US Army, Schofield Barracks, Oahu, HI, 2012