**Joseph R. Fernández**

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Leader, Storyteller, & B2C Marketer successfully bringing brands to life via consumer insights, data analysis, teamwork and grit.

**Experience**

**Costa Farms Miami, FL | 2018 – Present**

Largest nursery and provider of indoor plants in North America.

**Director – Category Management**

Lead indoor foliage, ferns, palms, trees and holiday categories, representing 50% of revenue

* Lead strategy, planning pricing and product development for all customers including The Home Depot, Lowe’s, Walmart, & IKEA, working with cross functional teams to manage profitability, increasing gross margin in each category by +50bps
* Spearhead new product development go-to-market strategy and planning for with 7 new products to date projected to increase revenue by $2-4MM
* Lead portfolio optimization effort for Lowe’s and Home Depot, resulting in a SKU reduction of 33% and an increase in revenue of 2% of sales
* Spearhead Walmart fall accent program, resulting in $800K in incremental revenue
* Manage and coordinate research efforts to gain actionable consumer insights that support revenue and margin growth, including first-ever brand study

**Altadis USA Ft. Lauderdale, FL | 2017 – 2018**

A division of Imperial Tobacco, one of the largest cigar manufacturers in the U.S.A.

**Director – Brand Marketing**

Led strategy, marketing communication and product development for key premium cigar brand portfolio – Montecristo, Romeo y Julieta, H. Upmann, etc – with 4 direct reports

* Successfully launched 9 new cigars with 90+ ratings, including 2018 top 10 Cigar of the Year, the first top 10 for Altadis in 4 years bringing in over +$10MM in revenue
* Redesigned digital & social footprint across Altadis USA and experiential marketing efforts across key strategic brands, driving private database growth by 3X in 6 months
* Managed +$2MM budget, leading all agency and shared services relationships to ensure efficient and effective execution of marketing plans
* Member of the Altadis USA Management committee, steering all major U.S. operations decisions

**kabookaboo marketing Doral, FL | 2016 – 2017**

A boutique agency, specializing in brand strategy, digital marketing, content creation and experiential event development and execution.

**Chief Strategy Officer & Chief Operating Officer**

Led all brand, digital, and experiential strategy development and implementation for client engagements across several industries including food & beverage, hospitality, and luxury consumer goods with 12 direct reports

* Managed office and company operations; executed 16 client engagements 20 studio and location content sessions
* Supported business development opportunities; pitched over 24 prospective clients and helped contribute to $1MM in client revenue
* Managed company finances including budgeting, accounting, vendor management, financial reporting and capital budgeting / expenditure analysis; identified cost savings which resulted in 5% profit margin improvement
* Transformed human resources scheme for 16 employees including recruitment, people management, employee benefits, and compliance

**Bacardi USA Coral Gables, FL | 2012 – 2016**

Leader in the premium spirits segment in the USA and part of the largest privately owned spirits company in the world.

**Senior Brand Manager (2016)**

**Brand Manager (2014-2016)**

**Assistant Brand Manager (2012-2014)**

Whisky

* Direct responsibility for P&L, A&P, consumer communications, agency management, and US marketing plan for Dewar’s Scotch Whisky and 4 Whisky innovation products
* Led strategy, route-to-market, brand development and product launch for all Whisky innovation; launched first US-made new product in Bacardi history – Bonnie Rose Tennessee White Corn Whiskey

Rums

* Responsible for brand management and marketing function for ~$600MM Bacardi US rum portfolio
* Developed and executed strategy for 5 brand and media campaigns; digital strategy, execution, and agency lead
  + Led $10MM digital and social amplification for Bacardi Triangle, Loud and Untameable and ¡Vivimos! Campaigns; including custom designed and executed YouTube and Pandora digital marketing campaigns
* Directly responsible for development and management of $125MM portfolio A&P budget across 4 teams, 8 functions, and 28 products
  + Executed $5MM regional market pressure tests and delivered results and ROI recommendations for implementation; delivered 0.5% annual variance between budget to actuals, a 50% improvement
  + Developed and maintained multi-database tool streamlining monthly & quarterly performance reporting

Partner and Sponsorship Management

* Led sport sponsorship negotiation, relationship management, and brand activation for Bacardi USA; Miami Heat, Miami Dolphins, Miami Marlins, and Miami Open
* Executed +$12MM bi-lingual *Untameable Fan* World Cup campaign; negotiated ESPN and Univision partnerships to reach US Hispanic consumer segment
* Executed 10 integrated marketing events with NBA sponsorship, including 2012 All-Star Game and NBA on TNT to increase awareness and affinity in Black and Hispanic consumer segments

**E&J Gallo winery Modesto, CA | 2011-2012**

Largest winery in the world.

**Assistant Marketing Manager –New Amsterdam and E&J**

* Managed New Amsterdam’s $10.2MM marketing plan including digital assets; launched New Amsterdam Peach & Red Berry vodkas
* Developed and launched E&J Brandy’s digital brand strategy to reach new target customer profile

**Anheuser-busch inbev St. Louis, MO | Summer 2010**

Largest brewery in the world.

**Assistant Brand Manager**

* Evaluated $40MM multi-cultural strategy and market spend; proposed tactics to improve relevance among fastest growing US consumer groups

**EDUCATION**

**Northwestern university Evanston, IL | 2009-2011**

Kellogg School of Management, Masters of Business Administration

* Majors: Marketing, Finance, International Business, Management & Organizations
* Elected: HBSA Co-President, KSA Academic Representation
* Study Exchange at ESADE Business School | Barcelona, Spain

**University of Miami Coral Gables, FL | 1999-2003**

Bachelors of Business Administration, International Finance & Marketing and Computer Information Systems

* Honors Program Graduate, Cum Laude; Dean’s List all semesters; Iron Arrow Honor Society

**Additional**

* Fluent written, spoken and business Spanish and English
* Proficient in Microsoft Office suite, QuickBooks, ProWorkflow, and all major social / digital analytics platforms
* House of Blue Hope Kilimanjaro Climbing Team (2007)
* Avid salsa dancer, passionate college football fan & tailgater, and first class karaoke singer