**Todd Voigt**

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**Accomplished Integrated Brand, Marketing and Sales Leader: +10 years Beer and Spirits**. Proven success in developing strong national to local integrated marketing and sales plans in support of the consumer journey, community and lifestyle. Expert proficiency, leading cross-functional teams to engage, optimize and scale, while managing general business operations within dynamic matrix organizations.

**AGAVE LOCO / RUMCHATA BRANDS – Chicago IL 2019 - Present**

**Global Brand Manager – RumChata Family of Brands**

Managing all marketing initiatives including RumChata’s first line extension in 10-years, while leading a new portfolio strategy strengthening brand, revenue and retail presence. Leading CY20 portfolio expansion from one to five flavors, estimating gross profit +2% vs CY’19.

* Developing a distinctive asset marketing message amplifying point of difference under a master brand campaign, “You Get a Gold Cap”; Gold Cap asset awareness 15x Oct’19-Jan’20 (YouGov).
* Integrated production, sales and marketing planning for RumChata Limón line extension; Launched product in 6 months.
* Developing first seasonal product and marketing plan for Q4, while repositioning two sub-brands into the RumChata Family portfolio.
* Recruiting and restructuring the marketing team in CY20.

**CONSTELLATION BRANDS INC.** **- Chicago IL 2006 - 2018**

**National Marketing Director - Craft Beer Division**, 2017 - 2018

Promoted to brewery executive team to direct planning, execution and expansion of all marketing operations and sales initiatives within existing and new high potential markets for Ballast Point Brewery. Successful demand generation through cross-functional collaboration of brand strategy, retail activation and sales priorities.

* Instrumental developing the portfolio architecture, strategic priorities and resource allocation for +30 year-round and seasonal brands.
* Managed +$7MM budget, team of eight and agencies successful in gaining +27 sponsorships, +5 media markets, +30 retail programs and +2 tasting room openings vs PY ’17
* Led integrated sales and marketing communications in key markets; Chicago, sampled 150K consumers and gained 6M impressions through media, PR, retail and sponsorship.
* Negotiated multi-layer strategic alliances with athletic and lifestyle influencers, including SD Padres, LA Angels, Brooklyn Bowl and more, gaining +70 points of distribution.
* Increased wholesaler investment +45% during the “Summer of Sculpin” campaign vs PY ‘17.
* Led establishment of new Field Marketing team including talent acquisition, structure and goals.
* Leader in the commercialization of new products and packaging.

**Regional Marketing Director – Import Beer Division**, 2009 - 2017

Directed planning and execution of all marketing and sales demand generation programming, including collaboration with executive team to determine growth market resource allocation, A&P plan and KPIs for Corona, Modelo and Pacifico brand families.

* Composed Modelo’s 5yr local marketing plan achieving #1 beer in Chicago (IRI 52wk Aug ’19)
* Employed ethnography within high potential markets; contributed to Colo. volume growth +15% and ROE +100% Facebook fans ’16.
* Negotiated and fostered comprehensive strategic alliances with high potential athletic and lifestyle influencers, including Burton’s US Open of Snowboarding, Chicago White Sox and Chicago Sport and Social.
* Instrumental designing the first sales and marketing planning process, creating national platforms and local level agility.

**CONSTELLATION BRANDS INC.**

**Brand Manager - Corona Extra and Corona Light**, 2007 - 2009

Managed largest brand P&L with $120MM marketing budget during the merger between Constellation and Grupo Modelo. Optimized retail production cost and agency fees to gain resources to better consumer insights, package innovation and digital medium exploration.

* Increased overall Corona Light volume by 14% year-end vs. ’07 including the launch of the first Corona Light Can in the US, driving +5% overall growth through media, retail, event.
* Directed research project with agency of record proving insightful in the development of “Find your Beach” campaign.
* Thought leadership led to pilot digital initiative in NYC DMA creating conceptual content hub.

**Brand Manager - Spirits**, 2006 - 2007

Effectively managed budgets and allocation of resources. Assumed full responsibility of P&L and A&P plan. Introduced new insights to enhance retail programming at retail across cognac, RTD and whiskey brands

**BEAM GLOBAL SPIRITS AND WINE INC. - Deerfield, IL 2001 - 2006**

**Marketing Manager - Rocky Mountain Division**, 2005 - 2006

Managed all marketing initiatives for Jim Beam, Maker’s Mark and Sauza Tequila brands within Rocky Mountain Region. Engaged local trade, sales and consumer influencers to active brand specific programs through retail, media and sponsorship activation.

**Associate Brand & Promotional Marketing Manager - Cordial & Regional Brands**, 2002 - 2005

Created substantial Pucker Cordials growth by capturing lead share position within trending flavored martini occasion with the development of relevant brand campaigns and innovation.

**EDUCATION**

Bachelor of Science – Marketing (BS), Southern Illinois University

**CONTINUING EDUCATION**

Northwestern Kellogg School of Management, Executive Education

* Digital Marketing Strategies: Data, Automation, AI & Analytics
* Constellation Brands Marketing Masters

Rapport Leadership International Training; Leadership Breakthrough