

TODD A. ZGORZELSKI

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Experienced Sales, Marketing, Key Accounts, and Operations Leadership Professional

Driving CPG Growth with Targeted Strategy and Innovative Solutions in High-Profile Markets

Dedicated, driven, and goal-oriented professional with experience at developing strategy, negotiating agreements, and activating programming to increase sales, distribution, and market share in field sales, regional, and national roles in multiple, diverse markets. Respected as an effective leader, who utilizes proven communication and organization skills to train and motivate high-performing teams in the pursuit of goal achievement. Adept at building productive cross-merchandising, sports marketing, and entertainment marketing partnerships, and leading collaboration with sound insight, integrity, and knowledge to drive results. Thrives on challenges, and excels at working with key personnel at all levels in wholesale and retail operations, with a solution-based approach to problem-solving.

AREAS OF EXPERTISE

Sales & Marketing Strategy • Brand Building • Trade Marketing • Key Account Management • Sales Operations
Contract Negotiations • Pricing • District Sales Leadership • Promotions • Sales Activation • Business Planning & Analysis
Retail Execution • Distribution • Team Leadership & Development • Relationship Building • Customer Service

PROFESSIONAL EXPERIENCE

Sustainable Beverage Technologies

February 2019 to Present

A brewing technology company helping brewers unlock unprecedented efficiencies in brewing, distribution, and draught beer.

President of Sales – Denver, Colorado (February 2019 to Present)

Leading the Commercial Sales & Marketing Organization with Innovative Business Practices and Dynamic Leadership

- Secured brewing development partnerships with leading U.S. Craft brewers, including those in the Top 10, to assist in their efforts to bring world-class beers to consumers in the U.S. and abroad.
- Secured retail partnerships to support integration of the NexDraft® draught dispensing system in On-Premise locations in the U.S. and abroad.
- Worked closely with multiple wholesalers across the U.S. to align NexDraft® target objectives for maximum sales results.
- Led the company's efforts through the identification, evaluation, negotiation, and agreement of a marketing agency partnership to support the company's fully-integrated sales & marketing effort as a commercial organization.

Craft Brew Alliance (CBA)

2015 to May 2018

Craft Brew Alliance is a leader in brewing, branding, and bringing to market some of the world's best-loved American craft beers.

Sr. Director of Commercial Development, U.S. – Los Angeles, California (Nov. 2016 to May 2018)

Promoted to a new national team of Sr. Leaders who develop & integrate Emerging Business partners and strengthen ABI collaboration.

- Evaluation of potential new partners to include Negotiations, Business Evaluations & Analysis, People Structure.
- Lead CBA's Emerging Business integration efforts to include: People, Culture, & Human Resource Management, Wholesaler transition and alignment, Brand Marketing, Strategy, & Innovation, Supply Chain, Systems Communication.
- Negotiated and completed a \$10.8 million settlement to transfer brand rights for Cisco Brewers brands to the CBA aligned wholesaler distribution network in New York, New Jersey, Maryland, Virginia, Connecticut and Washington D.C.
- Integrate CBA business plans into ABI business planning cycles for key CBA national/regional brands; Focus on Kona Brewing; National/Regional meeting cadences, annual business plans, Incentives, Distributor Network ABP's

Sr. Director of Sales Operations, U.S. – Los Angeles, California (May 2015 to Oct. 2016)

Recruited to lead the CBA Sales Operations Department team with quality support for the national Commercial Sales & Marketing teams

- Provided leadership and direction to a team of 13 Directors and Managers working in various sales support departments including Commercial Revenue, Replenishment Planning, Inside Sales, Sales Analysis, and Office Management.
- Established and maintained informal and formal processes for the effective communication of company goals & objectives with the national Field Sales staff.
- Collaborated with key management personnel to develop, implement, and evaluate plans goals, and targets for the national Field Sales team.
- Worked directly with the National VP, Sales in the development and management of annual budgets/resource allocation and long-term forecasting for the national Field Sales team.
- Worked directly with CBA's Supply Chain team to lead and provide critical direction for the company's forecasting and inventory replenishment managers to ensure continuous product supply without interruption.
- Oversaw the efficient operation of the CBA National Commercial Office in Playa del Rey, CA.

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Anheuser-Busch InBev (ABI)

1988 to 2015

Global brewer that produces and markets some of the world's best-selling beers including Budweiser, Bud Light, Becks, and Stella Artois.

Director, Trade Marketing / Brand Activation – West Region – Los Angeles, California (May 2012 to Feb. 2015)

Promoted to lead new regional trade channel marketing initiatives to grow sales, distribution, and market share.

- Provided leadership and direction to a team of 7 Region Trade Marketing Managers with an annual budget of \$11.5 million to develop, communicate, and execute national/regional/local marketing/media plans and generate ROI.
- Worked closely with 58 wholesalers to support all retail and sales event marketing activities in the states of California, Arizona, Nevada, and Hawaii Region to generate sales of 12M barrels (165.3M cases) of beer annually.
- Improved market position and sales results through the facilitation of strong cross-functional communication, utilizing data and consumer insights to identify category opportunities and performing analyses to uncover/address trade gaps.
- Worked with multiple agencies on development of ATL and BTL branding activation retail strategies with CPG partners.
- Collaborated with relevant Region trade marketing partners to develop cost-effective, impactful cross-merchandising programs including PepsiCo, Frito Lay, Paramount Farms, Chef Merito, and the CA. Avocado Commission.
- Developed successful relationships that drove business results with key retailers in the U.S. including Safeway, Albertson's, Kroger, Stater Bros. Vallarta, Superior Grocers, Cardenas, Northgate, El Super, and 7-11.
- Negotiated, planned, and activated brand partnerships/sponsorships with NFL, NBA, MLB, and NHL teams in US West.
- Managed marketing partnerships with DIRECT TV, StubHub, PrimeSport, L.A. Live, AEG Group, Live Nation, PIR, LVMS.
- Activated 200+ special events/yr. including Super Bowl XLIX (Phoenix 2015), Stagecoach Music Festival, Pebble Beach Food & Wine Festival, BottleRock MusicFest, World Series of Beach Volleyball, Amgen Tour of California, LA Marathon.

Director of Region Operations / Region General Manager – Los Angeles, California (Dec. 2006 to Apr. 2012)

Promoted to fully support regional efforts to deliver targeted objectives for volume, revenue, and market share growth.

- Directed Budgeting, Planning, and Human Resources for a 120-person Region that generated annual revenues of \$7.8B from the sale of 1.7B cases annually in 13 Western states working with 91 distributor operations.
- Served an integral role in directing the growth of the West Region from 4 states with 85 employees to an increase of 13 states with 120 employees.
- Ensured effective communication and on-time completion of region business with accuracy and professionalism.
- Recruited, hired, built and managed an engaged, focused, and proactive support region office staff of 6 Admin. Assistants, IT, and Sales Development Associates that anticipated needs and worked in a self-directed manner.
- Administer the \$19M annual region budget ensuring targets and KPIs were achieved, with responsibilities for all office functions including operating expense control, meeting set-up, and presentation development.
- As a trusted advisor to the Region V.P., assisted in the development of the annual Region Business Plan and MPR's.

Senior Key Account Manager – Phoenix, Arizona (July 2002 to Dec. 2006)

Led sales and profitability growth initiatives for 5 off-premise grocery and convenience decision points.

- Led and managed the business, promotions, distribution, innovation, sales, and pricing initiatives at Circle K (AZ/NV Division), QuikTrip (Phoenix Div.), Bashas', Food City, & AJ's, representing 8.66+ million cases of A-B product.

Senior Business Analyst – Los Angeles, California (April 2001 to June 2002)

Promoted to provide analytical support and ad-hoc analysis to Region leadership team.

- Provided support to the Region Vice President and General Manager on data analysis, special projects, and creation/development of presentations to communicate key sales and marketing strategies to wholesaler partners.

Senior Pricing Analyst – Los Angeles, California (July 1998 to March 2001)

Promoted and relocated to Region office to lead pricing initiatives and provide sales analytics to support decision making.

- Facilitated and managed Region pricing strategies, plans, and discounting parameters in So. California and Nevada.

Senior Market Manager – Sacramento, California (July 1995 to June 1998)

Promoted and relocated increase profitable sales and market share by successfully strengthening wholesaler performance.

- Provided direction and leadership to 6 wholesalers in No. California to maximize brand awareness, distribution, sales, and market share growth in a territory consisting of 8,000+ accounts selling 7+ million cases of beer annually.

District Manager – Boise, Idaho. (Aug. 1993 to June 1995)

Promoted and relocated to provide oversight, strategy, and leadership of local sales and distribution efforts.

- Managed key pricing, sales, marketing, and distribution of A-B products working closely with 11 wholesalers in the state of Idaho, selling 5.5+ million cases of beer annually to 3,000+ retail accounts in diverse market areas.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts in English

University of California, Riverside

Completed extensive company seminars/workshops and online training

Reality Based Rules, Reality Based Leadership, Managing at ABI, Building Effective Teams, Selling Skills, Coaching Skills, Product Knowledge Draught Beer Basics, Hand Selling, Business Finance, Writing for Results, Negotiating, Presentations Skills, Six-Sigma White Belt Certified