**Tom Lynch**

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**Wine and Spirits Marketing Innovator**

*Accomplished marketing leader with over 15 years’ experience establishing and exceeding revenue targets*

*Difference-making brand, product and portfolio development and management*

*Entrepreneur, coach, and facilitator of new business, team building, managing matrixed organizations*

*Focused business strategist adept at driving brand and business metrics, problem solving*

**— Areas of Key Emphasis —**

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| --- | --- | --- |
| * Strategic Marketing
* Insights & Analytics
* Leadership & Training
 | * Brand Management
* Agency Management
* Creative Development
 | * Integrated Marketing
* Go-To-Market Planning
* Annual Planning
 |

**Signature Achievements**

*Developed brand named “Best New Product” in Beverage Industry Mag*azine

*Built imported wine portfolio with 82% of SKUs awarded 90+ points or “Best Buy”*

*Launched two successful wine and spirits companies*

*Founded a marketing agency; managed and directed global NYC-based agencies*

*Marketing has won EFFIE, Telly, Webby, London International Advertising, South Show, One Show awards*

**Professional Experience**

**Co-Founder** | 1026 Beverage Company, LLC, Los Angeles and Atlanta, GA1/2016 – Present

Built consumer and trade marketing department managed all marketing activity for co-owned beverage company. Leverage trade, digital, online, advertising, PR event and in-store promotions to drive sales and generate revenue for increase profitability. Orchestrated development of multiple new brand and product launches and innovation development.

* Introduced new and JV brands and significantly increased revenue, **exceeding chain/state goals by 28%.**
* New brand named **“Best New Product” in *Beverage Industry Magazine*.**
* **Created and managed all collateral, programs, campaigns** through the 3-tier system.
* **Concepted and negotiated co-branding programs** with Food Network and non-alc brands including Reed’s

**Founder** | Worthwhile Wine Co., Atlanta, GA & Los Angeles, CA5/2009 – 10/2015

Founded and operated one of the first US based, 100% sustainably made wine and spirits import companies, built portfolio of imported wine and spirits brands and products including packaging and product profile changes to better fit the US market, building 3-tier network, sales and marketing team, marketing and promotional programs and pricing.

* Built 19 state distribution and **increased revenues by more than 50% annually.**
* Brand portfolio with 82% of SKUs awarded 90+ points or “Best Buy” **by major national review publications.**
* **Built and managed all pricing and profit models** for the portfolio of products.
* **Created all programming, campaigns, marketing materials** for use in US market.

**Group Vice President of Strategy and Brand Planning** | Razorfish, Atlanta, GA1/2007 – 5/2009

Launched a new shared services division combining Strategic Marketing and Brand Planning. Collaborated with seven general managers and multiple internal divisions. Recruited staff and formulated operational structure. Led strategic and brand engagements for clients including *Kraft Foods, JC Penney, Domino’s Pizza, Dell, and Mission Blue*

* **Led successful insights, innovation and attribution engagements** with Kraft Foods and Dell.
* **Doubled agency’s strategy and planning billings** by facilitating strategic brand marketing engagements.
* **Generated direct billings of $7M+ and indirect billings to implement strategies estimated at $36M.**

**VP Online Marketing, Brand Strategy & Advertising, Marketing Integration** | ING, Atlanta, GA5/2001 – 12/2006

Three successive promotions through the corporate marketing department from the launch of a new Fortune 15 brand, encompassing distinct focus on digital marketing and e-commerce, consumer insights, brand architecture, all advertising, integration and activation of the brand across 14 business lines and membership on the Global Brand Team.

* Leveraged trade advertiser skills to **lower costs by 16% and deliver a 36% increase in ad effectiveness.**
* Spearheaded integrated marketing and sponsorships for **ING *NYC Marathon*, the world’s largest one day sporting event.**
* **Catapulted ING brand to *Top******Five*** standing amongst financial service corporations.
* Boosted **increase in sales by an estimated 30% ($30B) and stock prices by 166% ($40 p/s).**
* Launched eCommerce and initial digital marketing strategy, earned a EFFIE as most effective campaign of the year.

**Sales Rep, Area Manager, Key Accounts Manager, Field Marketing** | Gallo & Benziger wineries5/1986 – 11/1995

Worked with Gallo Wine Co. as Sales Rep (retail), Area Manager, Key Accounts Manager (chains) and Category Manager 1986 to 1988. Worked with Benziger in Field Marketing for Glen Ellen and Benziger brands from 1988 until 1995.

*Additional experience as* ***Founder, Chief Marketing Officer, & General******Manager****, NewWorld Marketing.com, Loose Gravel Advertising, Exile on Seventh, Atlanta, GA;* ***Interim CMO,*** *ProtectionOne Security;* ***Co-Founder and CMO*** *of non-profit, Isipho.*

**Education and Credentials**

**Bachelor of Science in Marketing Management**

University of Southern Mississippi, Hattiesburg, Mississippi

**Professional Development**

**A Master of Business Administration**

Founded and successfully ran three start-ups, gaining hands-on experience beyond what is learned in an MBA program.

**Professional Affiliations**

**Former Member**, Executive Advisory Board for Atlanta Interactive Marketing Association and iMedia Brand Summit | **Speaker**, IAB Leaders Conference, ANA Marketer’s Forum, iMedia Brand Summit, AMA Marketing Insights, DMA Conference, ARF Conference, MIXX Conference