### Tom D. Brzezinski

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##### Finance & Revenue Growth Leader

**Revenue Management | Pricing | Financial Planning & Analysis**

Leader and expertise in delivering profitable growth by designing and leading strategies to optimize revenue streams, capitalize on pricing opportunities, and create actionable market insights. Skilled in collaborating with all members of the organization to achieve business and financial objectives. Demonstrated record of success in streamlining and improving processes, enhancing productivity, and implementing technology solutions.

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| * Revenue Management * Profit Optimization * New Business Development * IRI, Nielsen, SAP | * Financial Planning & Analysis * Stata Statistics, JMP with SAS * Distribution Gains * Advanced Excel with Databases | * Pricing Strategies * Consumer Insights * Promotional Effectiveness * Staff Development |

# Professional Experience

**DELICATO FAMILY VINEYARDS,** Napa, CA 2018 – Present

***Pricing Manager***

Accelerate top line P&L growth through sound decision making. Identify how best to analyze strategic options, choose and apply the most appropriate tools/techniques. Participate in leading the business in the selection of the right strategic options.

*Accomplishments*

* Increased Chain Sales by 35% by creating price elasticity model to determine where and when to spend price support dollars by State.
* Price promotion effectiveness on Bota Box 3Ls lead to 45% more Revenue for Supplier and 2% share-of-market gain for the retailer.
* Complete oversight of national strategic pricing for all brands including New Product Develop with Marketing

**DRINKWORKS,** Bedford, MA 2018 – 2018

***Price Strategy Consultant (worked remotely for 20 hours each weekend for 6 months)***

Drinkworks is a joint venture between Anheuser-Busch InBev (AB InBev) and Keurig Green Mountain, Inc. (Keurig) focused on the research and development of an in-home alcohol drink system. Instead of coffee PODs, it is Spirit, Wine and Beer PODs (ready-to-serve, i.e. instant Long Island Ice Tea)

*Accomplishments*

* Created advanced Excel pricing Model to game for All Open and Control States including QD, Broker Commission, Route-to-Market Costs that are State Specific
* Developed IRC, MIR, Display strategy by State, by Chain incorporating pricing psychology and fact-based selling using Nielsen and IRI

**VISTAAR TECHNOLOGIES,** Parsippany, NJ 2017 – 2018

***Financial Planning & Analysis, Consultant***

Direct FP&A operations and lead design & implementation of product pricing strategies for 3-tier solutions: Manufacturer, Distributor, Retailer. Serve as subject matter expert on pricing operations for IT projects.

*Accomplishments*

* Successfully developed and implemented 160+ retailer-specific pricing models.
* Identified and recovered $2M in missing revenues through detailed review and analysis of 350+ customer accounts.
* Increased net revenue by 30% through pricing strategies and identification and action on margin opportunities.

**STE MICHELLE WINE ESTATES,** Woodinville, WA 2013 – 2017

***Senior Director of Pricing***

Led Revenue Management Department with responsibility for development and execution of strategic goals to optimize price and drive profitable growth. Established and implemented policies, procedures, and communication strategies to support successful achievement of operating objectives. Managed team of 2 senior pricing managers and 4 analysts.

*Accomplishments*

* Eliminated leakage from retail pricing below suggested floor pricing, delivering $1.7M annually in additional profit.
* Managed end-to-end implementation for the Vistaar price structure platform from development of requirements to system launch.

**TREASURY WINE ESTATES,** Napa, CA 2011 – 2013

***Manager of Revenue Management***

Directed Revenue Management operations and successfully transformed organizational pricing strategy from the nationally-focused benchmarking approach to distribution chain/state-specific methodology. Designed and executed numerous pricing analyses to provide actionable market insights such as Everyday Low Pricing vs. Price-Pulsing tactics, and profitability impact of By-the-Glass pricing strategies.

*Accomplishments*

* Delivered $1.1M increase in gross profit improvement through close collaboration with marketing & sales to refocus on price gap awareness vs. absolute price point.
* Identified and eliminated profit leakage points from price structure platform, resulting in $7M annual profit increase.

**BEAM GLOBAL SPIRITS & WINE,** Chicago, IL 2006 – 2010

***Director of Revenue Management***

Managed revenue operations with broad responsibility for developing and leading revenue-generating strategies to improve operational effectiveness and drive profitable growth. Led implementation of a $3M Vistaar price structure solution including the development of the front-end design, gaming capabilities, back-end analytics, and field rollout and training support.

*Accomplishments*

* Negotiated $3.3M in investments from major distributors through NDAs and Non-contractual supports
* Delivered $20M in net sales and 4% margin improvement through transforming organization to “price-taking” culture.

**BROWN-FORMAN BEVERAGE COMPANY,** Louisville, Minnapolis, Chicago 1984 – 2006

***Various Roles***

Developed sales tools and strategies for use by retail partners to increase sales and profits. Tools included selling stories, sell sheets, profit calculators, and category management techniques to leverage fact-based and consumer-focused message.

*Accomplishments*

* Jack Daniels’ profits rose 48% in the top 3 grocery chains resulting from winning at the point-of-purchase – using category management planograms and pricing strategies secured out-of-department displays
* Earned 2005 “All-Star” honors based on outstanding results by a nomination and selection committee of my peers
* Planned, coordinated and facilitated the entire annual budget process with sales of $1B, cost of sales of $446M, and brand expense of $145M
* Coached, developed and led a staff of 6 CPAs / MBAs. All 6 promoted within two years
* Developed a core set of financial reports and forecasting models that were adopted by all marketing teams

# Education

**Master of Science, Finance**, University of Wisconsin, Milwaukee, WI

**Bachelor of Business Administration, Finance**, University of Wisconsin, Madison, WI