

**COMMERCIAL DIRECTOR OF MARKETING / START-UPS / FMCG / WINE & SPIRITS**

Multi-faceted marketing executive with 20+ years of experience creating commercial infrastructures, growing brands, and optimizing product value through launch, re-launch, and mature life cycles across multiple categories. Specialties include: Brand Development, Commercial Innovation, and Project Management with Blue Chip multinationals (**Pepsi, Wrigley, Diageo and Bacardi**). Comfortable with ambiguity and effective in resource-lean, fast-paced, environments. Experienced developer of business talent and a champion of people with the ability to step into a leadership role, inspire, influence and quickly excel. Lead businesses with P&Ls up to \$150MM.

**CORE STRENGTHS: STRATEGY, COMMERCIAL INNOVATION, PORTFOLIO / BRAND P&L MANAGEMENT, TEAM LEADERSHIP**

**KEY CAREER ACCOMPLISHMENTS:**

- **MARIE BRIZARD WINE & SPIRITS AMERICAS:** Introduced a new cloud-based dashboard that provided analytics discipline, ROI measures in real time; system generated strategic insights through quantitative analysis that improved business results, streamlined management across multiple agencies (13) and effective assessment for over +3,000 On Premise events.
- **PMK SOLUTIONS:** Developed the go to market strategy and led successful rollout for three new spirits trademarks (*Blue Nectar tequila, Afro Head rum, and Trianon tequila*) which resulted in securing venture capital for each within three years of their launches.
- **BACARDI:** Led brand revitalization of *Disaronno amaretto*, world's #1 amaretto liqueur in volume and revenue; developed new brand positioning and high impact communications campaign that increased sales by \$24MM and net profit by \$29MM over five years.
- **DIAGEO:** Utilized consumer insights to drive new *frequency* strategy supported by new TV, Radio, Print, and OOH campaign for *Baileys*; accelerated YOY brand growth of 9.5% by increasing # of annual drinking occasions from 4.5 to 5.5 – a 22% increase.
- **TRIARC (SNAPPLE):** Authored first-ever five year strategic plan for recently acquired brand portfolio of juices, teas, RTD drinks; approved plan by Board of Directors and Executive Committee became basis for 5 year operational P&L global expansion plan.
- **WM. WRIGLEY:** Restructured 45% of local distributor network in Latin American & Caribbean region as well as rationalized product portfolio; created financially stronger and operationally driven business; increased annual operating profit by \$4MM over two years.
- **PEPSICO:** Awarded Latin American Eagle award (highest company honor) as project leader in fast tracking new business start-up in a foreign market (<100 days): New market/bottler/package; captured 65% share of cola segment within 12 months of launch.

**SUMMARY OF PROFESSIONAL EXPERIENCE AND KEY CONTRIBUTIONS:**

Victory Spirits, Inc., Atlanta, GA

**2018 to Present**

*(Boutique, senior advisory consultancy assisting start-ups and emerging companies in the alcohol beverage industry)*

**PARTNER – Spirits Brand and Operational Plan Development**

Selected to join executive interdisciplinary team providing clients the experience of extensive brand positioning, strategic and operational plan development, demand generation and profitability success.

Marie Brizard Wine & Spirits Americas, Inc., Miami, FL

**2015 to 2018**

*(Publicly traded \$500 MM French based Spirits and Wine Company)*

**SENIOR ADVISOR / SENIOR BRAND MANAGER / DIRECTOR OF FIELD MARKETING**

Scope of Position: USA

Operating Budget: \$2MM

External Agencies: 4

Direct Reports: 2

Hired full time by client after serving in a senior advisor capacity successfully setting up a series of protocols that drove efficiencies and significantly improved program effectiveness and results for an Irish based dairy company (Ornua) - brand owners of *Kerrygold Irish Cream liqueur*. Currently leading marketing effort for portfolio of challenger brands (6) requiring laser focus in optimizing marketing mix with limited budgets and maximizing ROI with resources available.

*Summary of Results:*

- **Long – Term Growth Strategy:** Provided thought leadership to the executive team in crafting annual and long term growth strategies for assigned brand portfolio: *Marie Brizard cordials, Fruits & Wine by Moncigale, Gautier cognac, Cedar Ridge Whiskey, Tromba Tequila, and William Peel Scotch whiskey*; portfolio is +160% vs. PY on sales volume.
- **Functional Development and Sales Enablement:** Identified the need to build and improve functional marketing capabilities, management processes, and work flow to better support sales team; worked closely with Sales VPs to build their tactical plans consistent with MBWS growth agenda: New customer acquisition and geographical footprint expansion; significantly improved 360 feedback scores on all qualitative measures and was awarded *'Best Team Spirit and Entrepreneur for MBWS Americas* in 2017.

- **Strategic Partnerships:** Delivered highly successful social media and national bartender competition partnership for Marie Brizard liqueurs with Tales of the Cocktail (2MM+ FB followers), that drove brand awareness, image and brand advocacy amongst key trade influencers; voted one of best events at Tales of the Cocktail, secured national media coverage for event, and was voted a 'Best Practice' by global exec and brand teams in France.

MF Dean Consulting, LLC. Ft. Lauderdale, FL / PMK Solutions, LLC. Weston, FL

**2009 to 2015**

(Independent marketing consulting firm delivering solutions to start-up and emerging companies through multi-year management and project engagements)

**PRINCIPAL / SENIOR MARKETING CONSULTANT /** (clients in FMCG and Wine/Beer/Spirits Industries)

Blue Nectar Spirits Company

**2009 to 2015**

(Privately held emerging US Spirits Company)

**DIRECTOR OF MARKETING (2010-2015)**

Retained full time by client after providing a full range of marketing services in start-up, launch and expansion phases of the company.

*Summary of Results:*

- **Commercial Innovation:** Provided thought leadership and business council to CEO, COO, R&D, SVP of Sales as well as multiple 3<sup>rd</sup> party agencies in directing all aspects of planning, brand development, marketing and consumer demand generation programming for this award-winning super premium tequila, whose commercial successes led to a strategic partnership with another emerging spirits entity - *Espiritus Group*, supported by a \$30MM venture fund.
  - Architected brand positioning, strategic and commercial plan development for US launch; achieved +132% sales growth over a three year period. Brand won Chairman's Trophy in 2015 Ultimate Spirits Challenge, one of the most prestigious competitions in the spirits industry.
  - Orchestrated creation of new master brand communications platform "*It's the spirit that matters*" that provided framework for development of integrated marketing campaign, facilitating brand equity growth and consumer demand generation.
  - Executed social media and PR initiatives across multiple platforms focusing on content creation, strategic partnership, and local event activations over two years to help build brand credibility, engagement, and ambassadorship.
  - Guided development of promotional campaign "*Revelation of Spirit*" – 410 events that generated sales volume lift +373%.
  - Instituted several new processes and models ranging from annual marketing plan development to tracking brand performance metrics, resulting in better alignment and priority of strategic and tactical initiatives with company goals.
  - Led multi-disciplinary team to drive all phases of start-up from finalizing product concept to launch stage.
- **Strategic Planning:** Directed the design, plan and implementation of a five year strategic plan for a global FMCG client.
- **Marketing Innovation:** Led marketing role for two other luxury spirit start-ups (*Trianon Tequila* and *Afro Head Rum*) in very competitive categories whose commercial successes resulted in securing combined \$4MM investor funding for market expansion.
- **Data Analytics:** Authored several market intelligence studies which identified areas of opportunity and basis for market entry.

Bacardi USA, Miami, FL

**2001 to 2009**

(Privately held \$2 billion global premium Spirits Company)

**GLOBAL SENIOR MARKETING MANAGER / DIRECTOR – INNOVATION (2004 to 2009)**

Scope of Position: Global                      Operating Budget: \$15MM                      External Agencies: 7                      Direct Reports: 4

Promoted to newly formed business unit to help lead development of new product concepts. Responsibilities included: Ideation, Concept Creation, Product Development, Consumer Research, Market Testing & Post-Analysis, and Business Case/P&L formation.

*Summary of Results:*

- **Spearheaded new product development:** Created new business models and processes which supported development of an innovation pipeline of new product concepts grounded in marketplace assessment (white space), consumer/customer insight validation, market test modeling, and value creation case studies.
  - **New Test Market Methodology:** Co-developed and initiated company's first systematic framework (Stage-Gate process) for managing new product innovation initiatives. Became Best Practice and SOP for all global NPD initiatives.
  - **New Product Creation:** Identified portfolio gap and new product opportunity within company's core business: a super-premium French vanilla cream liqueur to compete against *Bailey's Irish Cream liqueur*. Oversaw project from concept creation, research, to test market launch. Exceeded market test metrics (market and value share) scores by over 300%. Projected sales of \$28MM and \$7MM in net profit after launch. Received American Package Design award.

- **Global Innovation Pipeline:** Selected to represent U.S. on 18-month global multi-disciplinary Innovation Task Force chartered with creating new product concepts to fill global innovation pipeline funnel. Generated 30 new product concepts of which two were launched into test market phase with potential to deliver measurable shareholder value.
- **Financial Margin Enhancement:** Reengineered a new product *Vanille Royale* capturing a 19% savings (\$1.3MM) in Cost of Goods to achieve financial hurdle rates and rescue the NPD project from cancellation.

#### SENIOR BRAND MANAGER, EUROPEAN SPIRITS AND WINES (2001 to 2004)

Scope of Position: US & Europe      Marketing Budget: \$25MM      External Agencies: 7      Direct Reports: 4  
 Recruited to lead US marketing function – including P&L management - of a \$125MM product portfolio consisting of five premium global brands: *Martini & Rossi Sparkling Wines Vermouths, B&B Cognac Liqueur, Disaronno Amaretto Liqueur, and Noilly Prat Vermouth.*

Recruited to re-energize a portfolio of mature brands, each experiencing declines in sales, share and Brand Health scores. US market represented over 60% of product portfolio's global sales.

##### Summary of results:

- **Brand Revitalization:** Orchestrated revival of an iconic 101 year old Italian brand - *Disaronno* - the world's #1 amaretto liqueur which had been in decline prior to arrival. Effort included consumer research, new positioning, and integrated marketing campaign. Stabilized brand, grew volume +60% over four years and doubled net profit to \$9MM. Received spirits industry Hot Brand (Comeback Brand and Established Growth Brand) awards for three consecutive years.
- **360 Degree Advertising Campaign:** Created new multi-media ad campaign for *Disaronno*. Launched new ad “*Ice Cube*” with cable TV and print media overlay, including exclusive sponsorship/product placement for new reality TV show “*Queer Eye for the Straight Guy*”, Internet, digital and PR campaigns. Achieved significant increases in key brand attribute and brand health measures. Strong collaboration with Italian brand owners. Campaign utilized outside of U.S.
- **Brand Portfolio Expansion:** Acted as subject matter expert in creation and launch of new brand extension *Bacardi Party Drinks* in the Prepared Cocktail category. Created framework for strategy and brand positioning by synthesizing knowledge gained from market intelligence on category, trade and consumer needs continuum. Succeeded in establishing Bacardi franchise in new growth category generating \$33MM in sales, and capturing 11% market share.
- **Franchise Repositioning:** Accelerated growth on *Martini & Rossi* – the #1 sparkling wine in the world through new premium image enhancement initiative via introduction of two line extensions: a single serve package (187ml) and a Prosecco style wine. Expanded brand offerings improved brand image, attracted new consumers into brand franchise *Vis a Vis*: entry into new category growth segments, trade channels, capturing additional sales and share, and increasing net brand profit contribution by 10%.
- **Talent Development / High Performance Teams:** Utilized a balanced combination of drive for results, mentoring and participative management style to develop four (4) direct reports enabling movement and promotion within organization.

Diageo, PLC, Miami, FL

1999 to 2001

(Publicly held \$18 billion global premium Spirits, Wine, and Beer Corporation - #1 market position in the industry with over 22,000 employees worldwide conducting business in over 180 countries)

#### SENIOR PROMOTIONS MANAGER / DIVISION MARKETING MANAGER, European Cordials & Caribbean Rums, SE USA

Scope of Position: SE Region of US      Marketing Budget: \$16MM      External Agencies: 5      Direct Reports: 3  
 Promoted to lead development and execution of pan-regional strategic brand building initiatives for one of company's most profitable brand portfolios that generated \$105MM in revenue and \$36MM in net profit: *Bailey's Irish Cream, Malibu Coconut Rum, Sambuca Liqueur, George Dickel whiskey, Appleton Rum and TGIF cocktails.*

##### Summary of Results:

- Delivered YOY top and bottom line growth for three consecutive years in the face of new brand entry/growth.
- Directed creation and execution of very successful summer promotion which supported new everyday indulgence positioning for *Baileys*. Resulted in +20% lift over baseline. Led to ‘*Baileys Over Ice*’ new TV thematic campaign.
- Co-ideator of *Malibu*'s first music-themed strategic platform ‘*Loud & Clear*’. Elements included band sponsorships, mobile sound recording studios, PR, and Website launch. Increased sales +26% over goal, generated new CRM initiative and Voted #1 program by US sales team.
- Won prestigious *Hot Brand* and *Fast Track* industry awards 1999-2001.

#### EDUCATION AND CONTINUED LEARNING:

**BA, Marketing & Psychology**, University of Toledo, Toledo, OH, Cleveland State University, Cleveland, OH

**MBA equivalent:** Full complement of executive courses including: **Project Management, Finance, Executive Leadership**

**Other:** MS Office (Word, PowerPoint, Excel, Project, Outlook); Syndicated data sources: AC Nielsen, IRI, Spectra, Diver, IWSR; Conversational Spanish; Multicultural - traveled and worked extensively in over 60 countries (Europe, Latin American and Caribbean).