

# BRETT SIMS

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## ACCOMPLISHED BEVERAGE INDUSTRY SALES & MARKETING PROFESSIONAL

*A Record of Success Leading Sales, Distribution, and Profitability Growth Initiatives in Critical Sales Regions*

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### AREAS OF EXPERTISE

Sales & Marketing Strategy • Sales Management • Category Leadership • P&L / Budget Management • Business Planning  
Pricing & Promotion • Distribution • Chain Account Development • Sales Analytics • Wholesale Operations • Retail  
Execution • Consumer Insights • New Product Launch • Negotiation • Relationship Building • Customer Service

### PROFESSIONAL CAREER EXPERIENCE

#### The Gambrinus Company

2017 to Present

*Leading privately-held brewing company with a robust portfolio of top-quality, world-class craft beers from Texas & California.*

##### Senior Region Manager – Dallas, Texas (May 2017 to Present)

*Recruited to manage sales of the Shiner brand portfolio in the state of Texas.*

- Develop and execute plans to build brand strategy, go-to-market strategy, wholesaler support, and chain business for Shiner family working with 29 wholesalers, generating total volume of 5 million cases annually or 75% of national volume.
- Provide leadership and direction to four Region Managers, two District Managers, 14 Retail Account Managers, and Texas National Accounts team working with wholesalers to manage sales execution and create strategic initiatives to drive sales.
- Develop action plans with wholesalers and retailers to drive brand sales at street level, including price actions, channel programs and event sponsorships.
- Serve as Texas state liaison between Sales and Brand Management from home office in San Antonio, direct Wholesaler and Retailer partners to build relevant programming in a very competitive craft beer market.

#### Anheuser-Busch InBev (ABI)

1991 to 2017

*Leading global brewer that produces and markets the world's best-selling beers including Bud, Bud Light, and Stella Artois.*

##### Director, Category Leadership – Dallas, Texas (Mar. 2014 to May 2017)

*Promoted into newly-created role to manage relationships and grow sales performance at key chain accounts in five states.*

- Managed strategic relationships between Anheuser-Busch and key chain customers through improved shelf space, features, shelf pricing, and proper display execution in the states of Texas, Louisiana, Oklahoma, New Mexico, and Arkansas.
- Coached, trained, motivated, and evaluated a team of three Category Managers, and six Category Space Manager to achieve shelf space and display objectives in off-premise accounts including CST, Stripes, and H-E-B.
- Grew beer category in accounts by \$60M in 2016, up 6% from prior year, which outperformed the industry increase of 3.1%; achieved 3.9% CAGR increase vs. 2.1% industry growth; generated incremental \$100 million in beer category over three years.
- Achieved highest employee engagement rating in the region business unit in 2015.

##### Senior Sales Director – Dallas, Texas (Jan. 2012 to Feb. 2014)

*Relocated to lead sales and marketing development and execution strategy in major markets with full P&L responsibility.*

- Provided leadership and direction to nine Market Managers in North Texas, Oklahoma, and New Mexico to maximize performance, improve market share, and drive results in retail accounts in a \$1.2B sales territory (A-B's third largest).
- Performed regular market visits to 30 wholesalers selling 68 million cases of beer to strengthen wholesaler relationships through a hands-on approach, coach and motivate sales teams, and manage compliance with Wholesaler Equity Agreement.
- Developed annual sales, price, and promotional plans, cultivated and maintained retailer relationships, ensured effective execution of national, regional and local priorities, and oversaw employee development processes.
- Transitioned large independent distributor (Oklahoma City, OK) into company-owned distributor network.
- Grew revenue each year and successfully executed company margin enhancement plans.

##### Retail Sales Director – Houston, Texas (Jul. 2008 to Dec. 2011)

*Promoted to lead chain sales development and execution strategy at on- and off-premise accounts in the Southwest region.*

- Provided leadership to nine Key Account Managers, Category Managers, and Category Space Managers to maximize opportunities working with 50 wholesalers to maintain and expand relationships, and accomplish strategic account objectives.
- Managed multiple decision points for an account base that generated annual volume of 20M cases at 2,000 retail outlets.
- Conducted account calls with ~100 chain accounts including Stripes, Winn-Dixie, and Fiesta to lead the joint company strategic account planning process with performance objectives and financial targets.
- Consistently grew sales, distribution, features, market share and profitability at chains in TX, LA, OK, NM, and AR.

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## **Sales Director, Non-Equity** – Houston, Texas (Mar. 2007 to Jul. 2008)

*Promoted to direct overall sales and service efforts for 75 non-equity A-B wholesalers in ten states.*

- Lead a team to successfully sell-in the benefits of carrying and promoting the newly acquired InBev portfolio to A-B wholesalers; developed new department infrastructure, roles, responsibilities, and expectations.
- Successfully transitioned the sales and distribution agreements for the InBev portfolio including Stella Artois, Rolling Rock, Bass, and Becks from 50 non-equity wholesalers to the A-B wholesaler network.
- Navigated through complex state franchise laws which protected existing distributor agreements.
- Worked with a total of 75 distributors in 10 Southwest and Midwest states handling the InBev brands on business plans, local marketing plans, new product and package launches, on- an off-premise sales execution and promotional activity.

## **Region General Manager** – Houston, Texas (Jul. 2003 to Mar. 2007)

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

- Directed Human Resources, Budgeting, and Planning duties for a 70+ person Region that generated annual revenues of ~\$1.2 billion from the sale of 140 million cases annually in the states of Texas, Arkansas, Louisiana, New Mexico, and Oklahoma.
- Served as trusted advisor to Region Vice President, and assisted in development of region annual business and revenue plans.
- Coached, trained, motivated, and evaluated a team of 12 direct reports, including Administrative Assistants, Business Analysts, Pricing Analysts, and Geographic Marketing Managers; administered a \$30 million annual region budget.
- Continuously improved market execution by working closely with wholesalers, retailers, and other members of the local ABI team to strengthen relationships, improve communications, implement strategic programs, and deliver results.

## **Key Account Manager** – Houston, Texas (Apr. 2000 to Jul. 2003)

*Relocated to lead sales and profitability growth initiatives with H-E-B, the largest chain in the Southwest region.*

- Led and managed business, promotions, distribution, sales, and pricing initiatives for the H-E-B account which resulted in increasing sales by 18% or 1.7M cases over three years, culminating with total chain sales of 9.2 million cases annually.
- Managed account plans/objectives, prepared and presented account business reviews, and utilized information-based tactics to sell-in and implement national promotions through category management and pricing strategies.
- Expanded shelf space initiatives solidifying Category Space Captain status.
- Developed custom marketing programs with assistance of Geographic Marketing

## **Key Account Manager** – Madison, Wisconsin (May 1998 to Apr. 2000)

*Promoted to provide total account management and lead sales initiatives by managing key regional decision points.*

- Developed and managed sales and distribution goals to grow volume, share, brand awareness, and profitability at on- and off-premise chains; monitored retail execution through store visits with customers and wholesaler personnel.
- Trained 26 Anheuser-Busch wholesaler teams on the space management process for major account Kwik Trip, Inc.
- Assisted key customers in the development of their beer category plans.
- Collaborated with retail chains and Anheuser-Busch wholesalers to develop display and promotional calendars.

## **Market Manager** – Madison, Wisconsin (Aug. 1995 to May 1998) | Eau Claire, Wisconsin (Mar. 1994 to Aug. 1995)

*Promoted and relocated twice to increase profitable sales and market share by strengthening wholesaler performance.*

- Provided direction and leadership to 4 wholesalers selling 7 million cases in Southwest Wisconsin, and 6 wholesalers selling 2 million cases in Northwestern Wisconsin to maximize brand awareness, distribution, sales, and market share growth.
- Conducted regular market visits to communicate region priorities, identify sales opportunities, develop pricing plans and selling strategies, motivate wholesaler sales teams, and ensure compliance with the Wholesaler Equity Agreement.
- Built annual strategic business plans that delivered targeted growth in both on- and off-premise channels.
- Cultivated retail relationships and led the implementation and execution of national and regional marketing programs.
- Built rapport with small chains through business reviews, entertainment, and business-building initiatives.
- Coordinated efforts with Key Account Managers, Geographic Marketing Managers, and Media Managers to identify sales issues and market opportunities, develop action plans, and support promotional and sponsorship programs at retail.
- Performed competitive analysis, and implemented action plans to address competitive price and brand/package gaps.
- Coordinated Tavern League of Wisconsin trade shows.

## **Wholesaler Business Consultant** – St. Louis, Missouri (Jul. 1991 to Mar. 1994)

*Recruited upon graduation from college to perform operations and financial analyses of Anheuser-Busch wholesalers.*

- Designed and implemented new wholesaler sales and service structure utilizing automated routing software.

## EDUCATION

**Bachelor of Science in Industrial Engineering (1991)**

*Kansas State University – Manhattan, Kansas*