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## Strategic Customer and Organization Leadership

Customer Value, Maximized Investments, Team Development, Business Planning

► *Customer and Enterprise Collaboration, Integrated Business Leadership* ◀

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Versatile senior leader with extensive customer and organization leadership experience with contact ranging from the C-Suite through functional decision makers, like Category Managers. Leading teams, developing customers, and delivering collaborative, integrated, and maximized results are a cornerstone. Confident communicator offering extensive background in change management, customer integration, and operation within a matrixed environment leading Sales, Revenue Mgmt., Supply, Trade, Finance, and Brand Marketing.

- **Strategic Customer Leadership** – Develop and deliver business leadership through the lens of customer value, which clearly articulates opportunity, quantified pro forma expectations, and mutually beneficial results for the customer and firm. Experience leading all classes of US Trade with customers including Walmart, Kroger, Safeway, 7-Eleven, QuikTrip, Speedway, Darden, HMS, Global Military, etc.
- **Fiscal Focus** – Use all financial investments as leverage and as an instrument of value to ensure budgets are attained and each party has meaningful ownership of the business
- **Sales Planning & Operations** – Effectively and succinctly translating “what, when, why, how” of annual business plans, new product introductions/development, strategic initiatives, go to market, and subsequent evaluation of each action
- **People Development** – Identifying, recruiting, and retaining a high performing team with a clear understanding of the shared objective, their role to achieve success, and ultimately preparation for their next challenge

### Executive Skill Set

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| <input checked="" type="checkbox"/> Account Cultivation | <input checked="" type="checkbox"/> Operation Efficiency | <input checked="" type="checkbox"/> Financial Accountability (P&L) |
| <input checked="" type="checkbox"/> Business Planning   | <input checked="" type="checkbox"/> Talent Development   | <input checked="" type="checkbox"/> Expert Negotiator              |
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## CAREER PROGRESSION

**Anheuser-Busch InBev**, Cincinnati, OH  
*Head of Sales, Non-Alcohol Business Unit*  
*Director, National Retail Sales*

2016-Present

### Various Roles Leading Commercial for Non-Alcohol and National Retail Sales

- Customer Leadership: Strategic and Collaborative leadership within total US trade focused on enabling commercial team to engage and develop key customers with \$1B Sales Goal by 2023
- Structure Design and Implementation: Collaboratively developed and implemented sales structure and integration of acquired brands and route to market with 60-person team across multiple functions
- People Development: Evaluate, Coach, and Refine the business acumen of Customer Business Group to develop best in class financial, customer, and commercial capabilities
- Business Planning: Lead commercial business team and stakeholder planning, communication, and evaluation of annual operating process to ensure topline, share, and margin expansion growing sales 2x
- Executive Engagement: Engage customer executive teams to expand share of mind, customer investment, and operational alignment
- Financial Management: Work collaboratively with Revenue Management team to ensure spend, CapEx, and EBITDA targets are achieved and maximized with budgets exceeding \$15MM
- Promoted to Partner (2018)

**Bacardi USA**, Cincinnati, OH  
*Director, National Retail Sales*  
*Sr. National Account Manager, Kroger Team*

2012 – 2016

## **National Retail Account Leadership of largest NRS Customer Base of Business**

- Customer Collaboration: Joint development and implementation of innovative programs to leverage depletions, sell through, and financial overlay in \$700MM retail value environment, which ensures all stakeholders have a vested interest and voice
- Organization Structure Refinement: Designed and implemented National Retail Sales group account ownership and structure across the US commercial business with a focus on “how” Bacardi would go to market with individual customers, proper investment to support the customer, and fluid ability to affect business opportunities in a nimble environment. Grew account coverage from 14 to nearly 40 National/Regional customers with direct Bacardi call points
- People Development: Establish personal development plans for team of 9 direct reports to identify areas of interest, strengths, and areas of opportunity
- Business Planning: Serve as subject matter expert on National Retail with the Global Brand Teams to clearly articulate business opportunities, retailer behaviors and focus, and tools needed to ensure commercial success within the account ownership group
- Promoted from Senior National Account Manager leading the Kroger team (2014)

**Treasury Wine Estates**, Cincinnati, OH  
*Director, Strategic Accounts- Kroger Team*

2010-2012

## **Customer Leadership of #1 National Account**

- Business Integration: Led the integration of cross functional leaders into the Strategic Accounts organization which resulted in incremental funds, greater customer share of mind through relevant insights, and increased execution with field sales teams
- Customer Thought Leadership: Took point in cross functional effort to demonstrate TWE portfolio relevance based on shopper behaviors, occasions, and customer strategic need, which resulted in acceptance of 21 new items in a single new item review

**NCiM (a CROSSMARK Company)**, Cincinnati, OH  
*Director, Kroger Shopper Marketing*

2009-2010

**Coors Brewing Co. (MillerCoors)**, Minneapolis, MN and Cincinnati, OH  
*Director, Business Development (Off Premise, On Premise, and Broad-market)*

2007-2009

**General Mills Inc.**, Minneapolis, MN

2005-2007

*Multiple: Foodservice Business Planning Manager and National Sales Manager- Organic Foods*

**Hormel Foods Corp.**, Denver, CO and Columbia, SC

2003-2005

*Various roles of increasing responsibility (Foodservice Account Management)*

## EDUCATION

**BA, IDS: Business, Spanish, Political Science**, University of Arizona, Tucson, AZ  
**International Business Program**, University of Madrid (via University of Arizona), Madrid, Spain

## TRAINING

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| <input checked="" type="checkbox"/> Delta Assoc. Business Insights | <input checked="" type="checkbox"/> Delta Assoc. Mastery of Selling  | <input checked="" type="checkbox"/> The Gap Partnership     |
| <input checked="" type="checkbox"/> Certified Spirits Specialist   | <input checked="" type="checkbox"/> Court of Master Sommelier, Lev 1 | <input checked="" type="checkbox"/> Managing Effective Org. |
| <input checked="" type="checkbox"/> Dale Carnegie Course           | <input checked="" type="checkbox"/> Brand Champions Training         | <input checked="" type="checkbox"/> Coaching for Results    |