**SENIOR SALES & MARKETING MANAGEMENT EXECUTIVE**

**MANAGING PARTNER • VICE PRESIDENT • GENERAL MANAGER**

Dynamic results-focused executive valued for building sales and marketing organizations that deliver growth, capture market share from competition, and generate extraordinary multimillion-dollar sales and profit gains: an excellent leader of change and continuous improvement.

MBA degree with a history of documented accomplishments in companies such as Kraft, Heinz, Miller Brewing, MillerCoors, Ebro North America, Phusion Projects, and Beverage 364. Managed teams of as many as 60 employees and held full P&L authority for national sales generating as much as $1 billion in sales revenue delivering $270 million in profit providing consistent annual growth.

Extensive experience in multiple food and beverage categories across various retail classes of trade such as Grocery, Convenience, Mass Merchandise, Club, Dollar, Military, and On-Premise. Specific responsibility for retailers such as Walmart, Kroger, Albertson's, Food Lion, Publix, HEB, Winn Dixie, 7 Eleven, Speedway, Circle K, Costco, Sam's Club, Target, Dollar General, and Military. Also skilled in building distributor and brokered sales businesses with partners such as Reyes Holdings, Brown, Manhattan Beer, Craig Stein Beverage, Andrews, Summit, Superior, Try-It, Republic National, Breakthru Beverage Group, General Wholesale, Pepin Distributing, Acosta, and Advantage.

Consistent track record of progression, repeatedly overachieving goals, and producing immediate improvements in complex organizations. Creative, collaborative, and incisive problem solver with an illustrated talent for cultivating world-class teams that excel in highly competitive markets.

**PROFESSIONAL HIGHLIGHTS**

**MANAGING PARTNER, Beverage 364 LLC, Pittsburgh, PA (2014 - Present)**

Founding member of a start-up beverage alcohol company focusing on underdeveloped brands, imports, and new brands. Responsible for customer development, marketing, investor relations, international sourcing, and the financial management of the firm.

* Led the initial round of capital funding securing $1.1 million from private investors.
* Successfully expanded Beverage 364 brands to 10 markets thru 30 distributors in less than nine months generating $1 million in revenue.
* Led the commercialization of three beverage alcohol brands including product development and package design that received two “BevStar Gold Medals” for Innovation in 2016 for Cider and Wine.

**VICE PRESIDENT SALES, Phusion Projects LLC, Chicago, IL (2012 - 2014)**

Recruited by the founding members and the President to lead the Eastern United States sales organization representing $60 million in annual revenue. Led a team of 40 employees and 150 independent distributors.

* Reorganized the East Division to improve capabilities and create a greater focus on higher volume distributors delivering 4% revenue growth for this segment.
* Developed a national broker sales organization for the Grocery Channel to increase customer penetration and services that led to a 15% increase in item distribution.

**DIRECTOR OF RETAIL MARKETING, Ebro North America, Harrisburg, PA (2011 - 2012)**

Recruited by the Chief Executive Officer to lead the Retail Marketing efforts for the Pasta Division of Ebro North America representing $800 million in annual revenue. Responsible for the management of a $120 million marketing budget and the delivery of $100 million in profit.

* Developed market specific promotional programs while collaborating with the cross-functional team that led to $25 million in profit for the fourth quarter representing the most in company history.
* Created the Pasta Pricing Architecture identifying critical every day and promotional price points that led to stable retail pricing, a reduction in price promotion spending by 15%, and positioned Ebro as a thought leader.

**SENIOR DIRECTOR OF SALES, MillerCoors, Minneapolis, MN (2008 - 2011)**

Selected by the Vice President of Grocery to lead the Supervalu business, a national grocery chain, responsible for $170 million in annual revenue. Led a team of 12 employees and 215 independent distributors.

* Developed sales and marketing initiatives that led to 2.0% sales growth and an increase in market share of .7 points in the beer category for 2009 and 2010.
* Directed a profitable volume initiative that led to adjustments in marketing investment generating a 22% increase in contribution margin from improved product mix.

**SENIOR DIRECTOR OF SALES, SABMiller, Milwaukee, WI (2007 -2008)**

Promoted by the Vice President of National Accounts to lead the Grocery Channel representing $1.0 billion in annual revenue. Led a team of 60 employees and 420 independent distributors.

* Developed sales and marketing initiatives that led to 2.5% sales growth, or $30 million, and increased market share by 1.5 points in the beer category.
* Improved the new item launch process by implementing a detailed retailer and distributor plan increasing distribution goal achievement by 25 points to 85% while advancing the speed to market by 30%, or 5 weeks.

**DIRECTOR OF CHAIN PLANNING, SABMiller, Milwaukee, WI (2006 -2007)**

Recruited by the Executive Vice President of Sales to lead the development, training, and implementation of a focused sales structure, selling process, and support systems for the chain organization.

* Successfully developed and implemented the Miller Chain Strategy and organization re-design that led to a 5% increase in chain sales.
* Led a cross-functional team in the development, design, and integration of Miller Brewing Company’s Customer Relationship Management process launching a commercial software-based solution.

**GENERAL MANAGER / DIRECTOR, H.J. Heinz, Pittsburgh, PA (2003-2005)**

Promoted by the Group Vice President of Sales to lead the Retail Marketing organization for the Ketchup Condiments and Sauces Division. Successfully managed $1 billion in annual revenue, $262 million in income, and $176 million in marketing spending. Led a team of 10 Retail Marketing Managers.

* Delivered a revenue increase of 5%, or $50 million, and a profit increase of 9%, or $22.0 million, representing a 103% achievement of the 2005 business plan.
* Implemented a planning model that delivered revenue growth of 8.4% or $78 million while reducing marketing spend by $24 million from $200 million to $176 million over two years.

**MANAGEMENT CAPABILITIES**

Brand Development • P&L Management • Start-Up & Turnaround • International Business • Sales Management Balance Sheet • New Markets • Multi-Channel • People Development • Market Analysis • Legal & Regulatory Cross-Functional • Revenue Management • Key Accounts • Organization Design • Capital Acquisition • CRM

Three-Tiered System • Product Launch • Negotiation • Strategic Planning • Category Management • Supply Chain

**TECHNICAL CAPABILITIES**

Social Media (Facebook, Twitter, Instagram, Snap Chat) • Office 365 (Word, PowerPoint, Excel, Dynamics) Basecamp • Salesforce • SAP • ZOHO CRM • TTB COLA’s Online • TTB Permits Online • QuickBooks

IRI • AC Nielsen • Vermont Information Processing • SPINS

**PROFESSIONAL AFFILIATIONS & ACTIVITIES**

Advanced Financial Management Planning Course, CARNEGIE MELLON UNIVERSITY

Advisory Board, NETRANOM COMMUNICATIONS

**EDUCATION**

Master of Business Administration - Marketing, UNIVERSITY OF NORTH FLORIDA, Jacksonville, FL

Bachelor of Business Administration - Management, MARSHALL UNIVERSITY, Huntington, WV