

MATTHEW BARIS

(303) 817-2594

Boulder, Colorado

matthewbaris@yahoo.com

SUMMARY OF QUALIFICATIONS

Innovator and leader with over 15 years of experience creating, building, and managing brands. Expertise as a strategy and innovation consultant, brand management and development specialist, and thought leader in brand innovation and business strategy. MBA from Duke University and previous experience as an entrepreneur at the helm of an independent distilled spirits company managing all major business functions of the company. Currently Vice President at a boutique consulting firm specializing in the beverage industry. Competencies include:

*Management Consulting
*Brand Strategy
*Top Client Management

*Marketing Strategy
*Market Research
*Project Management
*Cross Functional Team Leadership

*Business Strategy
*Branding
*Innovation

PROFESSIONAL EXPERIENCE

SPIRITS CONSULTING GROUP, New York, NY

2015 – Present

Vice-President of Strategy and Brand Innovation

- Work directly with beverage brand founders, presidents, and CEOs to provide strategic expertise from concept to shelf by developing strategies for innovative branding, viable brand and product creation, routes to market, marketing and sales, and business growth and development.
- Integrate qualitative analysis and quantitative analysis to research, produce, and prepare market research studies and actionable strategy documents that provide clients with a comprehensive understanding of the competitive landscape, a clear market entry strategy, and a tactical action plan.
- Create custom sales and marketing strategies tailored to the needs and circumstances of individual brands.
- Develop financial and business models and multi-year growth scenarios.
- Conceptualize and help build high performance teams and strategy required for successful market entry and growth.
- Lead internal cross functional teams consisting of designers, financial specialists, sales people, and all other team members needed for the success of a client's project.
- Serve as client lead and manager for many of the company's biggest and most important clients.
- Manage business development, lead management, and new client acquisition for strategy and planning clients.

ALTITUDE SPIRITS, Boulder, CO

2005 – 2015

President

- Conceived and developed an award-winning spirit, Vodka 14, to fill a market niche for boutique organic spirits.
- Established a company to bring this spirit to market, supervising all necessary market research, branding and marketing tasks, supply chain creation, as well as product conceptualization, development, and introduction.
- Expanded operations into the spirits importing business and established successful international business relationships to add various new products and spirits categories to the company product line.
- Oversaw formidable federal and state licensing and compliance requirements, hiring decisions, inventory management, and management of the international supply chain and multi-state sales chain.
- Managed marketing team to develop all branding and marketing materials and to direct marketing strategy.
- Led sales staff to establish and refine sales strategy and operational procedures in each state where sales occurred managing each state's different laws, requirements, and local idiosyncrasies surrounding liquor.
- Maintained an ongoing statistical analysis of all company sales trends to guide strategic decision making and gain insights into where company strategies were most effective.
- Spearheaded the process of establishing American-market branding and marketing materials for five established international brands resulting in branding with more specific appeal to American consumers.
- Provided day-to-day oversight of all aspects of company operations managing the sales team and marketing team, creating structures and policies to handle new growth and expansion, and implementing and overseeing the company's strategic direction.

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(CONTINUED - PAGE 2)
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ENERGY VELOCITY, Boulder, CO

Natural Gas Consultant

2004 – 2005

- Maintained and developed models forecasting and projecting information for natural gas marketplace.
- Co-authored annual natural gas outlook forecast used by corporate and government clients.
- Advised and coordinated with data team to improve data collection and dataset utility.

Pipeline Analyst

2003 – 2004

- Provided oversight, maintenance, and ongoing updates in managing natural gas pipeline datasets.
- Maintained and improved datasets, monitored for errors and omissions, improved and refined data collection.
- Served as beta tester for major software product releases ensuring accuracy and quality of software products.

EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business, Durham, NC

Master of Business Administration, May 2015

Rigorous business education conducted in multiple international locations focused on global management & leadership.

NEW YORK UNIVERSITY, New York, NY

Bachelor of Arts, May 2002

Major in Journalism and Mass Communication (with honors); Minor in Economics. Graduated *magna cum laude*.

BOULDER SMALL BUSINESS DEVELOPMENT CENTER (2004)

Completion of Colorado Leading Edge Entrepreneurial Course.

MICHIGAN STATE UNIVERSITY ARTISAN DISTILLING PROGRAM (2004)

In 2004 the MSU Artisan Distilling Program was the only comprehensive university affiliated distillation program in the US.

MEMBERSHIPS AND OTHER ACTIVITIES

Firefighter, Boulder Mountain Fire Protection District (2007 – 2015)

- Served as Station One Manager, 2009 – 2011.
- Received department award for Excellence on a Scene for work on the Fourmile Canyon Fire, 2010.
- Earned Wildland Firefighter Type II (FFT2), 2008 – 2015.

Charter Member, Colorado Distillers Guild

- Joined as one of the original members of the only commerce group in Colorado for this emerging industry.
- Expanded efforts to improve collaboration in market research, promotional events, and other activities with various distiller members intended to promote the common interests of all businesses engaged in the field.

RECENT BUSINESS AWARDS AND HONORS

Public Speaker, Craft Beverage Conference and Expo, 2018

- Asked to deliver a presentation to the Conference about best practices for the process of launching new products.

Public Speaker, American Craft Spirits Association Annual Convention, 2018

- Chosen from a pool of applicants to speak and offer an educational presentation to the largest gathering of licensed craft spirits producers in the US.