**Alex Drozd**

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**EXECUTIVE SALES AND MANAGEMENT PROFILE**

Executive Account Manager with deep expertise in CPG/FMCG beverage, known for closing new business, increasing market share and exceeding sales goals. Passionate about the industry and building trusting relationships with customers and co-workers by delivering on expectations and a willingness to lean in and solve business gaps. Skilled in commercialization process and creating engaging promotions, point of sale and sales tools. Effectively communicates across all levels of organizations from street to C-suite. A respected and enthusiastic team leader that promotes an environment of professional growth, diversity and inclusivity.

# PROFESSIONAL EXPERIENCE

**DIAGEO**[,](http://www.righteverywhere.com/) Chicago, IL 09/2015 to 04/2019

**Distributor/Wholesaler Manager, Chicago Metro**

Led business with 4 beer distributors in Illinois to deliver annual operating and national distribution plans for total Guinness beer and Smirnoff Ice brand portfolios. Directed sales plans, marketing plans, inventory, and finance meetings with all distributor stakeholders. Planned KPIs and managed success of 2 retail market managers. Actively managed P&L and revenue growth for all distributors.

* Built new communication platform (Evaluate, Activate, Navigate) allowing distributor/wholesaler field sales to more effectively report, execute and plan retail account and on-premise (food-service) business resulting in 50% faster activation times for national account programming.
* Successfully influenced distributor senior leadership to focus more attention to Diageo brands achieving annual operating plans consecutively over 3 years, growing year on year share + 1% and volume +4% and over-delivering on innovation distribution goals for Guinness and Smirnoff Ice brands.
* Built brand value by auditing inventory, trade spends and retail pricing with distributors, increasing overall profitability for Diageo, distributor, and retailers while cutting distributor out-of-code inventory +75%.
* Created and administered cross-docking program with distributor network, eliminating distributor out-of-stocks and reducing delivery lag times 60% through close collaboration with Diageo transport operations.
* Created and project-managed 30+ brand promotion programs from stage gates through field execution engaging customers and consumers in both the off-premise (retail) and on-premise (food service).

**THE COCA-COLA CO.**, Atlanta, GA 07/2009 to 03/2015

**National Account Executive (Promotion)**, Minneapolis, MN01/2014 to 03/2015

Collaboratively built, communicated, and executed annual plans for Target, Jewel-Osco, Walgreen’s, Albertsons, and SuperValu banners for Odwalla brand juices, smoothies, and nutritional bars. Led retail account headquarter meetings to share brand strategy to retailer team leadership, broker teams, and distributors. Communicated customer, industry, and competitive insights to identify opportunities and risks to business plan.

* Regained distribution in 3 divisions of Albertson’s by building shopper-focused sales strategies collaboratively with customer, more than doubling the number of items in store.
* Rebuilt delivery route to market mapping between DSD and 3rd party distributors, completely eliminating 100+ retail outlet overlaps for Walgreen’s.

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**THE COCA-COLA CO.** (Continued)

**Senior National Account Manager (Promotion)**, Atlanta, GA 01/2012 to 01/2014

Provided strategic direction for Odwalla business to the Minute-Maid business unit at all levels: account manager, broker, distributor, and retailer for convenience and drug channels. Developed channel specific sales materials, POS merchandising, coupons, and trade magazine ads. Directed brand participation in national and local trade shows including NACS.

* Recognized as Subject Matter Expert for Odwalla product knowledge, Natural Health Beverage and Nutritional Bar categories for retailer headquarter sales meetings including; 7-Eleven, Walgreens, CVS, QuikTrip, and Circle K, growing volume more than 4.6%, revenue over 5% to $3.6MM, through 80 national and local retail chains.
* Created and commercialized the first pre-packed countertop merchandising display for the CR channel for Odwalla bars in less than 9 months, increasing distribution at 800 retail outlets.

**Shopper and Customer Marketing Manager (Promotion)**, Atlanta, GA 01/2011 to 01/2012

Liaised between new Coca-Cola based marketing team and existing Odwalla sales force and DSD operations. Combined customer insights with Odwalla brand marketing strategies and capabilities to create customized promotional programs for national retailers, including Safeway, Target, Whole Foods, and Publix.

* Brought Odwalla co-branded promotions for 1st time to retailers by collaborating with internal (SmartWater, Dasani, Simply) and external brands (Korbel, retailer private label).
* Developed and implemented process for account managers to create and execute coupons, reducing production cycle time 50% and doubling retail activation levels.
* Created universal sales and promotional reporting tool utilized by total organization, giving all stakeholders visibility to entire retail landscape.

**Senior Key Account Manager**, Atlanta, GA 7/2009 to 01/2011

Led Publix and Winn-Dixie business, over $4MM in sales, marketing, promotions, inventory logistics management with full P&L responsibility. Conducted formal business reviews and collaborated with category managers and buyers, creating brand goals, promotional calendars, and pricing strategies.

# ADDITIONAL RELEVANT EXPERIENCE

**Midwest Regional Manager** - Stirrings Cocktail Mixes, Chicago, IL

**Key Account Manager, promoted to District Manager** – Breakthru Beverage, Chicago, IL

**Sales Representative, promoted to Key Account Manager** – Southern Glazer Wine & Spirits

# PROFESSIONAL EDUCATION AND SOFTWARE SKILLS

**Bachelor of Science (BS)**, **Marketing**, Northern Illinois University, DeKalb, IL. 05/1995

Advanced Professional Selling Course, Northern Illinois University Business School, DeKalb, IL

**MS Office**: Excel, OneNote, PowerPoint, Word

**Sales**: iDig-VIP, Nielsen, Nielsen Nitro, Salesforce

**Productivity:** Workday, Concur, Skype, Zoom