#### John Morrison, MBA

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**Marketing and Brand Management, Portfolio & Channel Director**

**Organizational Communications • Marketer and Strategist • Strategic Alliances**

Director of Brand and Portfolio Management, and Channel Director with progressive experience executing multi-million-dollar strategic initiatives and campaigns. Led the launch and market penetration of new products for Brown-Forman. Produced successful branding and product narratives while building internal and external alliances to achieve organization goals. Known for team leadership and development, cross functional collaboration, and business acumen. MBA degree, Vanderbilt University.

## Core Competencies

Executive Relationships | Strategic Alliances | Team Management | Product Launches | Sales Partnerships | Brand Awareness | Field Marketing Leadership | High-Impact Strategies | Cross Functional Leadership | Brand Portfolio Management | Integrated Strategic Planning | P&L and Budgets

**Professional Experience**

**BROWN-FORMAN CORPORATION | Louisville, KY 1995 – 2019**

*One of the largest American-owned spirits and wine firms and among the top ten global spirits companies with 25+ brands and 4,570 employees producing $3.3+ billion in revenues. [NYSE: BF-B]*

**Director, Portfolio Integration and Channel Planning | 2015 – 2019**

Promoted to lead four brand integration directors and two hybrid integration managers working across the entire brand portfolio, as well as the partnership marketing team, to ensure achievement and execution of key sales and marketing plans. Leader on the USA and Canada Budgeting and Planning Committee for all years in the position.

* Responsible for launch and market penetration programs for 137 products/line extensions across the USA. In Fiscal ‘19 alone, lead teams to achieve successful launch of 46 introductions the US, achieving ~$95M in sales.
* Responsible for leading the six Integration Team members in implementing $55M per year in locally executed brand building investments. Along with this, strengthened the planning process by improving the planning tools for the brand / sales teams and the field agency partners.
* Partnered with the Customer Marketing Team and national account leadership to effectively present approximately 90 brand promotions on an annual basis to key customers. Measured and tracked with, national account analysts, program effectiveness within a month of implementation.
* Presented business updates three times annually to senior management and distributor leadership and served as a key contributor to portfolio programming management, blitz coordination, and advancing full system execution opportunities.
* Directed ongoing assessments and enhancements of field organization brand communications encompassing playbook decks, field priority guidelines, other planning documents and KPIs.
* Improved multicultural planning through work with the brand teams and marketing managers.
* Transformed the partnership marketing team leading to an internal presidential award for the partnership marketing manager by unifying team goals to the broader organization and producing elite work. Partnership Marketing executed and average of 8 major programs per fiscal year.

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**Brand Integration Director – Jack Daniel’s Family of Brands | 2011 – 201****5**

Oversaw five field marketing managers embedded within key strategically targeted territories. Assigned as the communication conduit for the Jack Daniel’s marketing team, the field sales organization and as the one point of contact for the newly formed linkage organization. Led the localization and implementation of brand building strategies.

* Liaised with managing directors in sales and national account leadership and acted as a focal point for field sales issues and opportunities, emphasizing superior written and verbal communications.
* Introduced Jack Daniel’s (JD) Unaged Rye to the marketplace by leading the US brand team with guidance from the JD global team in an integrated product launch encompassing the selling and marketing materials that plotted the consumer journey from unaged rye all the way through the maturation of the rye product. Ten thousand cases of product were depleted in less than 120 days.
* Established a compelling and united message from the JD brand team throughout the field sales organization by establishing leadership with division teams and through direct reports.

**US Brand Management Director – Jack Daniel’s Family of Brands | 2009 – 2011**

Directed six division marketing managers including one overseeing Hispanic Marketing. Served as the voice of the field and brand teams. Launched a new product and a line extension during a marketing restructure.

* Spearheaded the introduction of Jack Daniel's ready to drink (RTD) spirits to the market.
* Key player on the most successful product launch in Brown-Forman history and still significant profit contributor by providing critical assistance on the JD TN Honey launch. Sold over 200,000 cases in the first six months.

**Territory Manager – Texas and Oklahoma | Dallas, TX | 2006 – 2009**

Managed sales for the Texas and Oklahoma brand portfolio including the administration of 1.2 million nine liter cases, $70 million in gross profit, $7 million in local brand building, and $3.5 million in discounting. Collaborated with local marketing teams on resource allocation to hit brand building objectives

* Developed the alliance team with supplier partners and distributor, RNDC.
* Created annual plans to address on and off-premise spending and execution for the general market and for Hispanic specific programming.
* Managed $2.5 million in annual investment funds held within the distributor.

**Spirits Portfolio Director – West Division | 2002 – 2006**

Orchestrated the strategic planning of the brand building process of 19 brands in the ten-state west division. Served as the division marketing director and communications strategist with national brand teams. Managed six direct and two indirect reports.

* Administered nearly $20 million in expenses incorporating all channels of the spirits industry and multiple consumer segments, including $4 million targeted to Hispanic consumers.

*Additional Brown-Forman roles included Senior Division Marketing Manager, Division Marketing Manager, Associate Brand Manager and Senior Financial Analyst.*

**Education**

**Master of Business Administration,** Vanderbilt University Owen Graduate School of Management

Honors: Top 10% of Class, Member, *Beta Gamma Sigma*

**Bachelor of Arts in Economics**, Vanderbilt University

Honors: Academic All-SEC, Captain Men's Golf Team