**RYAN MICHAEL STENDER**

**PHONE: 847.275.8918**

**EMAIL:** **ryan@stendertainment.com**

*Results driven and accomplished strategic marketing and communications executive with over 20 years of experience working at, or in-partnership with, Fortune 500 companies including Diageo, Burger King Corporation, Coca-Cola, Time Warner and Kraft Foods. Recognized for building integrated marketing solutions and PR campaigns that extend brand reach and deliver positive short- and long-term return on investment. High-level experience managing partnerships, public relations efforts, promotions, events, sponsorships, and agency relationships. Passionate leader, mentor and motivator with ability to manage business critical situations in a timely manner. A strong negotiator with incredibly effective problem solving and creative solution skills.*

**EXPERIENCE**

**COMBS ENTERPRISES** Miami, FL. 05/10 – Present

*Head of Marketing, Blue Flame Agency (A Sean Combs Company)*

**Develop and lead integrated marketing agency initiatives with primary focus on Combs Wine and Spirits brands in partnership with Diageo North America- CÎROC Vodka, CÎROC VS, and DeLeon Tequila. Oversee product innovation and go-to market strategy. Specific accountabilities include promotions, sponsorship activations, event execution, ambassador support, media partnerships, influencer engagement, talent management, branded entertainment, product placement opportunities, press, social/digital and more.**

* Oversee agency team of 40+ individuals, including local market lifestyle and liquid specialists, to ensure delivery against program expectations on time and within budget. Responsibilities include staffing, P&L and supporting business financials
* Spearhead annual brand planning process in partnership with Diageo executive team to identify strategic goals and KPIs for the upcoming fiscal year
* Work with Sean Combs and Diageo innovation team to bring to market new products including CÎROC Peach, CÎROC Pineapple, CÎROC Mango, and CÎROC Apple which were all recognized as the #1 vodka flavor innovation of the year for their respective window
* Manage development of limited time offerings including CÎROC Summer Colada, CÎROC Black Raspberry and CÎROC Summer Watermelon
* Lead go to market strategy and roll-out plan for company’s entry into brown spirits with CÎROC VS Fine French Brandy
* Retain accountability for all annual sponsorships, partnerships and tentpole activations including, but not limited to, GRAMMYs, NBA, BET Awards, Tribeca Film Festival, New Year’s Eve and Coachella. Programming elements include sales communications, POS, celebrity talent, sales incentive, television partnerships, TV, print, digital, PR and more
* Liaise between Sean Combs/Sean Combs Management Team and Diageo brand team to ensure all stakeholder feedback is properly incorporated into the program development and execution
* Serve as a representative on the Executive Leadership team of Combs Enterprises with Chairman Sean Combs

**STENDERTAINMENT MARKETING, INC** Miami, FL. 10/09 – 5/14

*Owner*

**Partnered with world class brand leaders to identify and lead marketing and press initiatives. Integrated marketing efforts include communications, sponsorship activations, event execution, talent management, product placement opportunities, and more.**

* Clients included Combs Wine & Spirits (CÎROC Vodka and Deleon Tequila), Primo Water, Bravo, Cazadores Tequila, Groupon, Tilson PR (servicing top food and beverage partners)
* Managed CÎROC Sponsorship as Official Vodka of the GRAMMYs and Official Partner of the NBA designations
* Led integrated marketing efforts for Primo Water helping to bring brand awareness up by +17% vs YAGO and increasing seasonal tentpole activity by 38% year over year
* Increased product placement and partnership integrations for Bravo’s “The Millionaire Matchmaker” by 58% year over year.
* Established and managed national marketing partnerships with the Super Bowl, Sundance Film Festival, NBA All-Star Weekend and other red-carpet events garnering more than $500K additional revenue annually

**944 MEDIA** Miami Beach, FL. 12/06-10/09

*Vice President, Integrated Marketing and Promotions*

**Led brand strategy and national marketing plans across nine cities. Oversee national events and marketing staff members including promotions, marketing, and PR. Responsible for executing more than 100 events annually reaching 1.4MM consumers**.

* Established and managed national marketing partnerships with the Super Bowl, Sundance Film Festival, NBA All-Star Weekend and other red-carpet events garnering more than $500K additional revenue annually

**BURGER KING CORPORATION** Miami, FL. 12/04-9/06

Manager, National Promotions and Sponsorships

**Managed the development and execution of all North American Burger King branded entertainment, events, promotions and sponsorship properties including NFL, NASCAR, Spiderman, and Star Wars. Oversaw the total promotional process including creative development, timing, internal/external sell-in of program, promotional materials, communication and budgets.**

* Launched first Burger King/NFL marketing program, NFL Your Way, which offered multiple consumer touch points to experience the NFL while interfacing with the brand. Promotional window saw sales lift of 11% on featured product
* Negotiated contract and managed relationship of multi-year partnership with the NFL
* Strategized and facilitated the rebirth and re-branding of “The King”. Oversaw all King PR integration, celebrity appearances, and Spring Break consumer activations
* Spearheaded Michael Waltrip Racing Team partnership and all national/local marketing programs attached to the platform. Promotional window saw 2.4% sales increase vs. pre-period

**AMERICA ONLINE/TIME WARNER** New York, NY. 07/03- 11/04

Senior Promotions and Events Manager

**Developed entertainment and sports opportunities leveraging all AOLTW vehicles to help clients reach programming objectives. Spearheaded integrated entertainment and sports marketing programs for various clients and oversaw these select relationships.**

* Managed select internal and external promotional events to support corporate partners contributing over $3MM of additional revenue from ticket sales and third-party partnerships

**THE COCA-COLA COMPANY** Houston, TX. 06/01- 03/03

Associate Promotions Manager

**Oversaw cross-functional project teams to deliver target-focused on-premise promotions against sports and entertainment properties including Scooby Doo, Harry Potter and the Chamber of Secrets, Charlie's Angels II, NCAA Final Four, and NASCAR to garner incremental displays at retail. Generated alliances internally and externally by continuously identifying and bringing forward opportunities that created success for CCNA and its customers, bottlers, suppliers, communities, and governments.**

* Managed '02 and '03 Minute Maid Refreshment integrated marketing program Strategy, Planning and Execution to help brand achieve volume objective of 63MM eq. Cases and 74MM eq. Cases respectively
* Introduced and cultivated Minute Maid's partnership with NCAA Women's basketball. The program’s success grew into an overall Coca-Cola sponsorship of the NCAA

**KRAFT FOODS** Glenview, IL. 7/99-6/01

Promotions Coordinator

**Led concept planning and strategy development for all Kraft brands game of chance promotions. Acted as liaison between promotional agency and brands to ensure flawless program execution.**

* Created On-Pack promotion vision for Oscar Mayer Lunchables to help the brand understand the role of promotions
* Responsible for annual Kraft “Food and Family” Summer Magazine partner section. Developed strategic alliances with Nickelodeon, Hasbro, DC Comics and many other corporations

**EDUCATION**

**Indiana University** Bloomington, Indiana. B.A., Marketing and Telecommunications. 5/99

Course work included marketing, advertising, public relations, accounting, operations, and communications. Minor in Spanish

**University of Wisconsin** Platteville,Wisconsin . Overseas Study Program in Seville, Spain, Spring '98