

RYAN MICHAEL STENDER

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Miami, Florida

Results driven and accomplished strategic marketing and communications executive with over 20 years of experience working at, or in-partnership with, blue chip companies including Diageo, Burger King Corporation, Coca-Cola, Universal Music Group and Kraft Foods. Recognized for brand strategy, holistic integrated marketing solutions, sports activation and building corporate communications plans that extend reach and deliver positive short- and long-term return on investment. Skilled in 360 programming, local marketing and promotions, celebrity/influencer engagement, sports and entertainment sponsorship strategy and negotiations, added value programming 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

MAYFLOWER ENTERTAINMENT Miami, FL

9/23-Present

SVP Business Development

Leverage personal and professional connections to secure new company business and drive incremental revenue. Manage the relationship with key agency partners including Universal Music Group and Pepsico.

- Led development of national launch plan for The Rolling Stones' Crossfire Hurricane Rum.
- Manage Crossfire Hurricane Rum integration into key tentpoles including Rolling Stones 2024 Hackney Diamonds Tour, Universal Music Group GRAMMYs after party and South Beach Wine & Food Festival.
- Liaise with executive stakeholders at Pepsico to maximize support against talent and music licensing needs across total portfolio.
- Build relationships with best in category brands to integrate them into the Mayflower Entertainment ecosystem.

IMPACT BROKERS Miami, FL

2/20- 6/23

Co-Founder

Utilized insight, strategy and creativity to help best in class cannabis and spirits brands get on and off the retail shelf. Joint venture partner in DJ Khaled's grooming line BLESSWELL.

- Championed negotiations and sales growth on behalf of Southern Glazer's Wine & Spirits leadership team for new CBD suppliers and liquor brands.
- Consulted on talent negotiations for Ten to One Rum with Ciara and Fun Wine with Christina Aguilera.
- Built integrated marketing and communications plans for retainer clients including, but not limited to, TGI Fridays, Lobos 1707 Tequila, DORSIA, Ten to One Rum, and Fun Wine.

COMBS ENTERPRISES Miami, FL.

05/10 – 2/20

Head of Marketing and Communications, Blue Flame Agency

Developed and led 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. Oversaw umbrella strategy build-out and go-to market strategy. Specific accountabilities building press plans, break-thru creative, sports and entertainment sponsorship activations, event execution, ambassador support, media partnerships, influencer engagement, talent management, national account management, press, social/digital and more.

- Spearheaded annual brand planning process in partnership with Diageo executive team to identify strategic goals and KPIs.
- Led team in buildout of sports and entertainment sponsorship strategy, selection criteria framework and relationship implementation.
- Drove negotiations and retained accountabilities for all annual sponsorships, partnerships and tentpole activations including, but not limited to, GRAMMYs, NBA, BET Awards, Tribeca Film Festival and Coachella.
- Worked to bring to market new products including CÎROC Peach, CÎROC Pineapple, CÎROC Mango, and CÎROC Apple, all which were recognized as the #1 vodka flavor innovation of the launch year.
- Served as a representative on the Executive Leadership team of Combs Enterprises.

STENDERTAINMENT MARKETING, INC Miami, FL.

10/06 – 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),
- 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, communications 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.
- Spearheaded Michael Waltrip Racing Team partnership and all marketing programs attached to the platform.

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.

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.

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.