

Connective Marketing and Sales Leader who leverages innovation to transform complex businesses, deliver incremental profit and share, and create a collaborative environment for continuous improvement across the consumer packaged goods (CPG) sector. Drives solutions from idea to execution for manufacturers, retailers, and distributors that are aligned with corporate strategy, mission, and objectives. Adept at leveraging background in brand management and sales with acuity for market trends and consumer insights to drive innovation and influence brand strategy. Inspirational people leader building talent to develop while delivering, coaching and managing cross functional teams. Highly skilled presenter influencing C-level executives internally and externally by connecting insights with ideas, gaining commitment and joint investment.

- **Transformation:** Set strategy and transformed brand portfolio across New England, where innovation is responsible for 243% of category growth (v. 60% nationally), leading US on innovation speed to market, yielding company profit growth of +0.5% to +0.9%, distributor profit growth of +1.4% to +8.9%, and market share growth of +28 basis points.
- **Innovation:** Created first resealable wide mouth beer can, launching across two major brands for the first time at new MillerCoors joint venture, delivering +\$65mm EBITDA.
- **Collaboration:** United network of 19 competing distributors across Pennsylvania to reallocate \$27mm in price promotion spend, focus on premium priced brands/packages, small pack sizes for new retail channels (grocery and convenience), resulting in volume, profit, and distribution growth outpacing entire US.
- **Inspirational Leadership:** Sought out as mentor for high potential, future leaders across sales and marketing functions, developing seven team members for advancement to leadership roles through supportive, Socratic, challenging leadership approach, all whom exceeded annual performance goals while developing.
- **Influencing C-level Execs:** Built relationships with CMO and COO at Rite Aid to identify their top need to improve store traffic. Developed solution to merchandise innovation products and executed increase of beer category space in 38% of Rite Aid outlets leveraging 1010 shopper behavioral data, improving store traffic counts by +11%.

Professional Experience

Molson Coors (formerly MillerCoors, Coors Brewing Co.)

2004-2020

Senior Director/General Manager - Boston, MA (2016-2019)

Promoted to role and responsible for profit and loss (P&L) of \$515M business unit across a six-state (CT, MA, RI, VT, NH, ME) area and 121 brand portfolio. Led a team of 27 responsible for sales, pricing, strategy and business planning, marketing, distribution, space and assortment, merchandising, alliances, and operations.

- Improved profit +0.5% to +0.9% annually by transforming portfolio to focus on innovation and above premium priced brands, efficiently leveraging budget of \$51mm in highest profit, lowest share business unit in US. Led US in innovation launch speed, profitability, and share performance. Promoted twelve employees.
- Increased market share +28 basis points in market with industry declines of -470 basis points annually.
- Grew wholesaler profits +1.4% to +8.9% through direct sales team of 10.
- Improved collaboration with wholesaler network of 22, including Burke Distributing, Amoskeag Beverage, Star Distributing, setting strategy, pricing, business planning, execution, and M&A of territory footprints.
- Built and strengthened relationships with Total Wine & More, Albertsons/Safeway, Walmart, Cumberland Farms, Whole Foods, 7 Eleven, Buffalo Wild Wings, Fenway Park, TD Garden and other chain and independent customers.

Director/General Manager - Pittsburgh, PA (2014-2016)

Promoted to role and responsible for profit and loss (P&L) of \$423M Pennsylvania business unit, 117 brand portfolio. Led a team of 16 responsible for sales, pricing, strategy and business planning, marketing, distribution, space and assortment, merchandising, alliances, and operations.

- Over-delivered volume 101.1% to goal, profit 100.7% to goal, held share by transforming price promotion spend, focus on innovation and premium priced brands in portfolio in mid-profit, highest share business unit in US. Awarded Management Unit of the year (out of 23 units nationally) for exceeding revenue, profit, execution targets. Led US in employee engagement at 98%, promoted three employees.
- Increased overall distribution +7.4% across liquor, grocery, convenience, and on premise channels, led US in distribution growth and performance.
- Increased wholesaler collaboration across network of 19, including Fuhrer Wholesale, Ace Distributing, LT Verrastro.
- Founded and amplified relationships with chain customers new to beer category in PA including Giant Eagle, Sheetz, Wegmans, Weis, as well as PPG Arena, Heinz Field, PNC Park and other chain and independent retailers.

Director, National Accounts - Chicago, IL (2011-2014)

Promoted to role and spearheaded team of nine (6 direct sales, 3 category management) with sales and category management accountabilities for Rite Aid (5th largest National chain retail customer, 3,500+ outlets across 26 states). Led semi-annual store level reset process with wholesaler and competitive supplier validation as category captain.

- Increased advertising features +8%, price features +3.7%, distribution/space for brand portfolio +2.3%, beer category space for innovation items in 38% of retailer footprint. Promoted two employees.
- Cultivated relationship with C-level executives and buying team of 10 across US, \$225mm of sales, \$47mm of profit.
- Appointed DSD supplier lead by SVP of Merchandising; developed and fostered implementation of strategic recommendations to improve DSD profit and execution across ad planning, pricing strategy, EDI, collaborating with Coca-Cola, Pepsi, Frito Lay, American Greetings leaders.

Director of Marketing - Chicago, IL (2009-2011)

Promoted to role and generated 3-year Coors Light and Miller Lite innovation pipeline leading team of 7 marketers. Led internal C-level alignment 3x/year and corporate packaging strategy with cross functional leaders in procurement, strategy, sales, engineering. US innovation lead on 2 global innovation teams (SAB Miller, Molson Coors).

- Delivered US innovations accounting for over \$65mm incremental EBIT annually. Promoted three employees.
- Secured over \$50mm in CAPEX for new production lines across multiple production facilities.
- Drove ideas to market across North America and Europe yielding \$300mm in EBITDA over 3 years.
- Improved cost of goods sold (COGS) through sourcing and manufacturing in China, Canada, Mexico.

Brand Manager - Chicago, IL (2008-2009)

Developed Miller Lite and Coors Light brand innovations from consumer insight to concept to market launch.

- Led strategy, implementation, capex to launch two category altering innovations across multiple brands (a first for the new MillerCoors post joint venture), yielded 1-yr. incremental EBIT +\$11mm.
- Guided team of three, promoting one employee, as well as outside agencies, cross-functional team of thirty engineers, operations, supply chain, finance, and marketing team members.

Brand Manager - Golden, CO (2005-2008)

Promoted to role and propelled planning, strategy, national advertising, creative and media plans, retail programming, P&L for eight-brand Molson USA family.

- Enabled development of consumer segmentation and brand repositioning, resulting in global synergy cost savings \$5.1mm, revenue increases of +7%, EBIT +37%.
- Oversaw team of two and outside agencies; coached, developed, and promoted two employees.

Assistant Brand Manager - Golden, CO (2004-2005)

Managed national promotions, local advertising, packaging, research, and pricing initiatives for \$454mm Keystone Family of Brands.

- Developed and executed national price strategy and brand re-positioning resulting in EBIT growth of +5%, 3-year volumetric CAGR of +6.2%, achieving top 10 Nielsen growth brand.

Additional Professional Experience

- **Ford Motor Company, Dearborn, MI;** Marketing Leadership Intern
- **Catalina Marketing, Anaheim, CA;** Director, Business Development
- **Valassis, Seal Beach, CA;** Manager, Business Development
- **The Strategic Edge, Southfield, MI;** Analyst

Education

Master of Business Administration (MBA), UCLA Anderson School of Business, Los Angeles, CA

Bachelor of Arts (BA), Cum Laude, Miami University, Oxford, OH

Additional Relevant Information

- Highly proficient in Excel, Access, PowerPoint, Word, Salesforce, Nielsen, SAP
- Advancement Board Member, Xaverian Brothers High School, Westwood, MA
- USA Hockey Level 4 Youth Hockey Coach, MI, CA, CO, IL, PA, MA