

Sean L. Hartnell

Beverage Alcohol Revenue, Growth and Brand Executive

I accelerate brand growth in any economic and/or product lifecycle points through a relationship centric focus, relentless drive for results and collaborative spirit.

Personal Info

813.435.8345

Sean_Hartnell@yahoo.com

Dual citizenship - US and Canada

Differentiators

- Consistent responsibility growth at every position and company (promoted 9 times)
- Distributor management experience in open, control and franchise states & Canada.
- Brand development with established category leading, high growth & innovation/emerging brands.
- Experience across wine and spirits, luxury and commodity brands, large international to start-up & fast rising companies
- Senior level understanding of strategy, industry nuance, pricing and planning
- Competitive, collaborative, creative and energetic core
- Data and instinct driven decision making
- Create and implement financial and managerial processes
- Develop pricing schedules and directives to drive efficiency and revenue
- Creative and analytical thinker & Problem-Solver
- Go-to-Market Strategist

Education

BS, Human Ecology, The Ohio State University

- Awarded Full Athletic Scholarship, Men's Ice Hockey
- 4 Year Varsity Award Winner

Experience

2019-Present

Regional Vice President

Cinco Spirits Group, Cincoro Tequila, New York, NY

- Executive Leadership for Start Up Ultra-Luxury Tequila brand
- Developed, Annual Operating Plan, Trade Budgets, Distributor Tactical Budgets, Price Support, Sales Costs (salaries, benefits, T&E, etc.), POS budgets, Shipment Goals, Depletion Goals
- Created and implemented distributor state pricing models
- Launched 8 states in East Region, and framing the expansion plan for 10 additional states in 2020
- Executed Distributor RFP process with Leadership Team
- Developed and implemented brand route-to-market strategy and core brand objectives
- Led and managed all new-supplier launch processes
- Exceeded 6-month shipment and depletion plan, in 4 months
- Recruited, hired and trained team of Multi-State Manager's and Market Manager's (13 employees)
- Created and implemented all sales management KPI's
- Gained brand distribution/authorization at key National and Regional Chains (On/Off): Total Wine, ABC Fine Wine & Spirits, Binny's Beverage, Tao Group, SBE Group, Catch Group, Big Night Entertainment
- Led the development of Budget Planning and Reconcile Tool as well as Depletion Cadence Management processes

2013-2019

VP, East Region: 16 states, plus Canada

Davos Brands, Tampa, FL & New York, NY

- Portfolio of emerging brands: Asian sake (TYKU) and craft spirits (Aviation Gin, Sombra Mezcal, Astral Tequila)
- Increased Aviation Gin depletions by +497% CAGR (2014-2018)
- Manage team of 5 Region Managers, 6 Field Marketers, and 3 Brand Ambassadors Region, State and Market Managers to deliver sales results. Redesigned salesforce, management geographies, roles/responsibilities deployment across US geography
- Created core set of distributor management processes for salesforce which were implemented nationally. Implemented sustainable pricing, budget and programming templates for all Regions and national accounts.
- Connecting finance, marketing and sales objectives, I created the enterprise budget planning template.
- Launched brand portfolio in Canada across 10 Provincial boards, Puerto Rico and Caribbean with SGWS Travel and Export Division.
- Activated/launched brand portfolio and business at 11 new distributors. Re-aligned portfolio in GA, WI and TN from multiple distributors to 1 statewide distributor in each state.
- Increased TYKU Sake SKU's at Publix (2013-2018) from 1 to 4, and driving depletion CAGR growth +313%.
- Resurrected Aviation Gin from delist status at British Columbia and Ontario provincial boards to current Top 10 selling brand in category. Sombra Mezcal has ascended to #1 selling brand in category in British Columbia, Ontario, Quebec and Nova Scotia.

2009–2013

VP, Great Lakes Region: IL, IN, WI, MI, OH, KY

The Patron Spirits Company - Chicago, IL

- Managed Total PSC portfolio Control State market share gains in MI & OH with +33% combined CAGR growth June 2010 – April 2013. (+35% MI, +32% OH respectively)
- Patron Tequilas, Pyrat Rum, XO Café, Citronge, Ultimat Vodka.
- Chains: Publix, ABC, Total-Wine, Kroger, Meijer, Walgreens, CVS, Binny's, Jewel-Osco, Target, including additional regional chains.
- Promoted to Vice President from Patron Spirits Company (PSC) Increased direct report responsibility, with the addition of Region Analyst. Redesigned organization roles and responsibilities to align with business objectives
- Developed sales plans, programming and implementation processes across the 6-state region consisting of open, control and franchise markets. Sales Volume increases of 35% (IL) vs National Growth rate of 9%
- Increased PSC total case volume by over 110,000 cases (+46%) in 2 ½ years while managing the Great Lakes Region
- Led Illinois market to surpass 135,000 cases of Patron Tequila for the first time in history of SWS/PSC
- Led all US Regions in Total PSC volume growth in 2011 & 2012, as well as top category volume growth for Tequilas, XO Café, Citronge and Ultimat Vodka
- Accountable for delivery of approx. \$55MM in PSC NSV
- Created and implemented successful Urban Retail Market Initiative that has been adopted and replicated across the US in high indexing ethnic markets
- Oversight and direction of budget management of up to \$4MM in tactical programming funds

2010-2011

Great Lakes Region Manager: IL, IN, WI, MI, OH, KY

- Responsibility for sales and marketing across 3 open states, 2 control states and 1 franchise state in Great Lakes Region. Managed distributor and broker network across 6 states while developing 4 Direct Reports
- Responsible for region finances: Sales, promotional, T&E Budgeting, POS allocation and funding, and distributor/broker bank contribution and spending.
- Accountable for the delivery of approximately 300k annual case volume.
- Delivered +4% Total Tequila growth across Region while Total PSC US was Flat% in 2010
- Accelerated volumes of cordial brands XO Café (+81%) and Citronge (+20%) to top growth status in category
- Developed nationally adopted On-Premise route to market strategy for Ultimat Vodka
- Executed and managed national and regional chain account calls at Kroger, Meijer, Roundy's and CVS

2009-2010

Area Manager: FL, GA, and National Accounts Off-Premise

Tampa, Florida

- Managed sales and marketing execution via distributor network as well as Retail National Account Chains
- Led sales and marketing execution across Patron Tequila, Ultimat Vodka and Pyrat Rum brand portfolios.
- Managed SWS Chain Division to 27% of total Florida volume. (Previously 21%).
- SWS Chain Division volume trend +20%. (Total US +5%, Florida +10%)
- Led evolution of Scan Calendar, that has delivered incremental ad, feature and display gains across several NA Chains, such as: Walgreens, Albertson's, Publix, Total Wine, BJ's, ABC, and Winn Dixie.
- Introduced Objective Scorecard Process in On & Off-Premise NA that delivered accelerated depletion results versus general market.
- Developed and implemented channel specific PSC Business Review Template at SWS.
- Introduced Featuretrac data analysis tool to PSC which was adopted and implemented. Increased key account independent retail advertising execution for PSC portfolio by +250%
- Patron Silver 750ml became the #1-dollar volume SKU (tequila category) in the 2 largest Retail Chains (Total Wine and ABC) in Florida market in 2009

2006 – 2009

Florida Ascender Brands Region Manager

Constellation Spirits - Tampa, FL

Portfolio includes: Black Velvet Canadian Whisky, Effen Vodka, Ridgemont Reserve 1792 Small Batch Bourbon, Caravella Limoncello, and Di Amore Cordials among others.

- Selected to for Ascender Brand Division, managing 132k case portfolio across 2 distributor networks statewide
- Oversight of sales, marketing, finance and go to market strategy for emerging premium portfolio
- Manage team of On-Premise Market Managers (2) and State Manager
- Lead Constellation Spirits account manager for ABC Fine Wine and Spirits

- Positive dollar share growth (latest 52 weeks IRI-RMA 12/28/08) for 1792, Black Velvet, 99 Family, Di Amore and Caravella, outperforming each declining chain category.
- Four new authorizations for chain-wide distribution in 2008
- Leading significant year on year sales growth of Ridgemont Reserve 1792, projecting to deliver (+56%) increase while implementing statewide price increase in emerging category
- Elected to New Hire Onboarding Committee and On-Premise Manager Training Production Team
- Provide actionable market information to sales managers using COGNOS, IRI, DISCUS, Nielsen, Spectra and Accounts Sold data

2006-2007

Florida Barton Brands Region Manager

Portfolio includes: Black Velvet Canadian Whisky, Effen Vodka, Ridgemont Reserve 1792 Small Batch Bourbon, Skol Vodka, Canadian LTD among others

- Managed 1.2MM case portfolio across 2 distributor networks statewide
- Oversight of sales, marketing, finance and go to market strategy for emerging premium portfolio and value leadership brands
- Lead Constellation Spirits account manager for ABC Fine Wine and Spirits. Top performing supplier for share growth over the past 2 years per IRI RMA – ABC Liquor Florida Key Supplier Ranking
- Led year on year sales growth of Effen Vodka during past fiscal year (+61%)
- Selected to Constellation Brands Innovation Leadership Committee. Lead spirit sales representative within cross functional and inter-company group
- Provide actionable market information to sales managers using COGNOS, IRI, DISCUS, Nielsen, Spectra and Accounts Sold data

2005 – 2006

Great Lakes Region Manager

WJ Deutsch & Sons - Indianapolis, Indiana

Portfolio includes: Yellowtail, Georges Duboeuf, Pommery Champagne among others

- Responsible for managing USA's fifth largest wine portfolio across three states (Indiana, Michigan and Ohio)
- Managed over 700,000 cases through five wholesaler networks
- Accountable for planning, pricing, programming, financial and sales analysis across the region
- Lead a team of (3) state managers
- Local sales lead for national chain accounts, Kroger, Meijer, CVS, among others

2003 – 2005

Market Manager

Diageo North America - Indianapolis, Indiana

Portfolio includes: Crown Royal, Smirnoff Vodka, Captain Morgan, Baileys, Johnnie Walker, Tanqueray

- Selected to join Diageo NA Central Cluster during the ceasing of the Schieffelin & Somerset joint venture
- Accountable for the management and delivery of 605,000 shipment cases and 604,000 depletion cases while attaining \$30MM in trading profit
- Accountable for all pricing, programming, financial and sales analysis statewide
- Responsible for the growth of leading portfolio that represented the #1, #3 and #5 selling brands in the state
- Fiscal year portfolio growth of +6.1% which outpaced Indiana spirit industry with +2% growth

1999 – 2003

Schieffelin & Somerset Company

Portfolio includes: Moet & Chandon, Dom Perignon, Johnnie Walker, Grand Marnier, and Tanqueray

2002-2003

Distributor Manager: Indiana

Oakbrook, Illinois

- Promoted to manage Indiana market
- Directed distributor transition through Diageo North America and Schieffelin & Somerset Next Generation Growth integration
- Accountable for \$35MM in annual net sales and 100,000 depletion cases
- Educated distributor sales force on new brand portfolio in addition to communicating detailed channel execution standards
- Developed localized sales and marketing plans along with market specific analysis tools
- Local sales lead for all national chain accounts, Kroger, Meijer, CVS, among others

2001-2002

Distributor Manager: Illinois

Oakbrook, Illinois

- Promoted to role of Distributor Manager, Illinois (Primary Distributor Managed: SWS)
- Directed a team of On-Premise Key Account Managers (4) within dedicated US Concepts team
- Manage sales execution across all channels within all four SWS distributor houses statewide

1999-2001

On-Premise Manager: South Florida

Coral Gables, Florida

- Channel specific role managing brand portfolios from LVMH and Guinness UDV across two distributors (SWS and National Distributing Company)
- Accountable for over 75,000 depletion cases
- Oversight of key stakeholder relationships for all facets of brand innovation, strategy, channel planning
- Directed a team of On-Premise Key Account Managers (6) within dedicated US Concepts team

1996-1999

On-Premise Sales Manager

Southern Wine & Spirits – *Naples, Florida*

1994-1996

Sales Representative

National Distributing Co. – *Naples, Florida*