

CHARLES CINDRIC

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Results Focused Leader

Extensive experience working throughout the U.S. in both big company and start up roles. Expertise in building high performance teams and utilizing different approaches to meet the situation and achieve results. Proven success with distributors and all retail channels including: Club, C-Store, Grocery, Liquor, Drug and the On Premise. High energy, passionate executive with demonstrated success in achieving organizational objectives, acting as both a change agent, and a developer of customer relationships. Exceptional presentation skills with the ability to sell in new concepts motivate sales teams and develop customer relationships. Experienced in utilizing metrics to analyze market conditions, developing action plans and leading the execution of those plans. Able to achieve results in/with both big and small organizations.

AREAS OF EXPERTISE

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|---------------------------------|---|---|
| ✓ <i>P&L Management</i> | ✓ <i>Business Development</i> | ✓ <i>Organizational Development, Effectiveness & Accountability</i> |
| ✓ <i>Customer Relationships</i> | ✓ <i>Business Strategy & Planning</i> | ✓ <i>Brand Strategy</i> |
| ✓ <i>National Distribution</i> | ✓ <i>Key Accounts</i> | ✓ <i>Creative Problem-Solving</i> |
| ✓ <i>Sales Leadership</i> | ✓ <i>Retail Execution</i> | ✓ <i>Collaboration</i> |

CAREER HIGHLIGHTS

- **Demonstrated Leadership** - Hands on, knowledgeable leader who works all levels of organizations and industry to develop relationships and deliver results in multiple geographies throughout the U.S.
- **Organizational Development** - Repeatedly analyzed organizations and business situations and then Implemented change to enhance organizational effectiveness. Developed new cultures where necessary to drive performance.
- **Results Driven** - Implemented creative approaches to problem solving creating new ways of doing business and resulting in improved business metrics in all retail channels.
- **Long Term Performance** - Over 35 years of Repeatedly exceeding performance expectations resulting in increased responsibilities and influence.
- **Accomplished Communicator** - Proven ability to communicate up and down an organization and with all stakeholders to build consensus and success.
- **Broad Based Business Acumen** - Developed investor group to bid on the purchase of Labatt USA and wrote a comprehensive business plan to successfully take over the company.
- **Business Developer** - Built a portfolio and world class distribution network from scratch through relationship building and business acumen.
- **Collaboration and Accountability**- Successfully developed cultures of collaboration and mutual accountability.

PROFESSIONAL EXPERIENCE

C2 Companies – Denver, Colorado

2009 to 2018

Built company which is an Importer of craft beers and consultant to U.S. craft brewers.

Principal

- Built premier distribution network in 29 states with distributors including leading independent craft distributors, and SOUTHERN-GLAZERS, RNDC, and the MILLER COORS and A-B NETWORKS.
- Designed and implemented business plan in major metropolitan markets to grow the business to \$1 million annually.
- Developed relationships and secured importing rights with world leading brewers from 7 countries.
- Provided consultation and savings of 4-6% to brewers in multiple states.

S&H Brands East – Denver, Colorado

2017 to 2018

National beer importer focused upon German and other European beers.

Regional Manager

Recruited to introduce and build sales and distribution of new portfolio of beers to distributors and retailers in the western U.S.

- Drove efforts to diversify brand offerings from new countries.
- Developed distribution network in "western" U.S.
- Secured brand distribution in key accounts.

Charles Cindric

Coastal Imports, Inc. – Seattle, Washington

2007 to 2008

Start-up importer focused upon one Latin American brand

President/CEO

Recruited to take over entrepreneurial Beer and Wine Importer representing brewers and vintners from around the world to wholesalers in major metropolitan U.S. markets.

- Re-wrote entire business plan to provide for long term growth and stability.
- Worked with financial institutions to provide \$1 million in funding.
- Secured new portfolio offerings.

Anheuser-Busch, Inc.

1982 to 2006

Leading global brewer, producing and marketing the world's best-selling beers including Budweiser, Bud Light and Stella Artois.

Region Vice President – Pacific Region (2002 to 2006)

Promoted to Manage largest region with 69 distributorships and annual sales exceeding \$1 billion. Directed a \$7.5 million marketing budget, and a \$13.4 million expense budget. Led 8 direct reports and a total of 55 people in wholesale and retail sales, marketing, analysis, category management, and support.

- Exceeded sales, revenue and profit objectives through improved and innovative analysis and plan execution:
Sales volume represented 13% of U.S. total. Exceeded revenue budget by \$11.5 million and Market share grew .5 share points.
- Developed relationships with key retail customers and marketing partners such as: Safeway, Albertsons, Costco, Circle K, M.A.G.A., Aramark San Diego Chargers, Anschutz Ent. DUB.

Region Vice President - Northwest Region (1997 to 2002)

Promoted to lead an organization that covered eight states with 6 direct reports, 38 total employees and 78 distributors with sales exceeding 81 million cases. (Washington, Oregon, Alaska, Idaho, Montana, Utah, Wyoming, Colorado).

- Successfully consolidated over 20 wholesale operations, providing improved system performance, efficiencies, and operating profit.
- Developed and executed 2002 Winter Olympics sales and marketing strategies impacting consumer impressions in the region and throughout the world.

Sales Director - Florida (1995 to 1997)

Promoted to lead sales in Florida with over 34 distributors selling over 80 million cases. Built incredible team while leading 35 employees in all aspects of sales and marketing. Implemented variety of sales and organizational initiatives to grow sales/share each year.

- Implemented new culture of success and growth, providing career opportunities for the entire team while creating a performance culture and creating "interest" with potential team members.

Key Account Manager – Charlotte, North Carolina (1989 to 1995)

Top performing KAM in the nation. Developed top account relationships, created customized programming and provided distributor leadership. Exceeded all budgeted expectations and developed long term relationships with largest retail customers including Food Lion, Harris Teeter, Ingles, Circle K, Speedway, The Pantry and others.

EDUCATION AND CERTIFICATION

Bachelor of Science in Business
Regis University – Denver, Colorado