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CONSUMER PRODUCTS INDUSTRY EXECUTIVE

Drives growth through relationship building, financial analysis, fair contract negotiations, team leadership

Known for delivering organic growth through portfolio management, clear communication, and solid financial acumen. Driven to identify opportunities to support growth expectations. Leads by concentrating on brand strategies and priorities while focusing on analytics and revenue management drivers. Structures and monitors national account programs. Relationship-oriented manager that connects with key leaders to drive results. Develops team through comprehensive training and enablement programs resulting in promotion of 10 key managers. Has successfully managed remote teams. Expertise in financial analysis to optimize resource allocation and maximize profit potential. Adept at preparing and coordinating RFPs, national and local market investment, staffing, monthly quotas, monitoring performance levels and delivering customer satisfaction. Experienced project manager and supply chain contributor. Provided input for the launch of a B2B site for order processing. Recognized for industry knowledge, commercial finance, mentoring and coaching others.

**P&L | Contracts | Negotiation | National Programs | Inventory, Revenue & Supplier Management
Team Development | RFPs | Leadership | Sales | Business Development | Analysis**

PROFESSIONAL EXPERIENCE

FRONTIER SPIRITS, Houston, TX

2020 – Present

Chief Executive Officer

Joined start up business to launch new line of Texas whiskies and relaunch existing tequila brand.

- Built 5-year business plan reflecting phased launch beginning in home market followed by regional expansion
- Built commercial structure plan to coincide with phased launch and market expansion
- Established relationship with new distributor network to manage portfolio across 33 markets
- Project stalled as ability to raise capital was impacted by Covid 19 pandemic

SOUTHERN GLAZER'S WINE AND SPIRITS (SGWS), LLC., Miami, FL

2016 – 2019

Vice President, Supplier Management

2018 – 2019

Took on new roles after merger of Southern and Glazer's. Led corporate relationship with Ste Michelle Wine Estates (SMWE) and Stoli Group, USA.

- Delivered 1% volume and 6% value growth on Ste Michelle Wine Estates 500 sku portfolio during 2018 transition year which represented 5MM cases of wine and \$546MM in revenue
- Ensured contract compliance by utilizing customized financial tools and supply chain management software
 - Managed manpower / resource allocation to focus on retail chains resulting in 4% volume growth or a pick-up of almost 100K cases.
 - On-boarded Vice-President National Accounts positions and allocated resource to support new account relationships.
 - Established local funding mechanisms in conjunction with Commercial Finance to support local programming activity.
 - Structured and monitored national programs with purchasing team to ensure proper inventory levels and portfolio mix which delivered a 10% reduction in inventory or 200K cases less in warehouse.
 - Launched Innovation programs that included portfolio expansion, wine in cans, & box wine that added 150K cases
- Kicked off a comprehensive pricing project utilizing in-house and supplier software platforms to improve distributor margins and reduce administration

Executive Vice President, Managing Director, Atlantic Division

2016 – 2018

Managed relationship with Constellation Brands, a portfolio comprised of 2,400 sku's, and 600-person dedicated selling division.

- Drove supplier brand priorities to enhance portfolio mix, resulting in value growth of 6% on a 20MM case \$1.3B business
 - Grew gross profit by just over 5% (\$14M), to nearly \$300M which represented 8% of total company.
 - Worked with supplier digital marketing team to provide content on supplier site and create similar look and feel on distributor eCommerce platform.
- Achieved SGWS objectives by delivering 98.4% of supplier plan
 - Over-achieved SGWS annual internal budget growth of 5%.
- Led dedicated team to achieve supplier key performance indicators including account segmentation and distribution goals
 - Coached team members to develop competencies and succeeded in preparing 10 managers for promotion.
 - Lean senior management structure required involvement in driving sales, interpreting syndicated data to identify opportunity, providing input into sales & operations planning and forecasting, and building programs to drive brand relevance and awareness.

SOUTHERN WINE & SPIRITS OF AMERICA (SWS), Miami, FL**2009 – 2016****Vice President, Sales & Marketing, Constellation Brands & Heaven Hill Distilleries**

Managed corporate relationship with Constellation and Heaven Hill while reporting to SWS of America COO. Delivered supplier and SWS of America revenue and profit objectives and supplier key performance indicators.

- Created incremental local funding program proposal process with local budget of \$15M
 - Established ROI criteria to grow gross profit by 3%.
 - Reconciled spends and fund disbursement while sharing results with senior leadership team.
- Developed annual operating plan to include supplier volume and value plan and commercial forecast
 - Grew value in FY16 by 5%.
 - Grew overall gross profit by 40 bps and increased GP per case by 5%.
- Coordinated national pricing and promotional activity
 - Monitored state-level CPR reports and P&Ls to ensure compliance with brand standards.
 - Mitigated supplier performance payments through greater achievement of plan, resulting in savings of \$7M.
 - Grew Heaven Hill revenue by 4% and GP by 7%.

SOUTHERN WINE & SPIRITS OF ILLINOIS (SWS), Bolingbrook, IL**2006 – 2009****Vice President, Portfolio Manager****2008 – 2009**

Managed the Pernod Ricard portfolio and built portfolio-dedicated team that included sales managers, trade marketing and a financial analyst.

Vice President, Retail Spirits**2006 – 2008**

Managed sales team of 135 with 4 selling divisions and 4 direct reports covering markets including Food & Drug, Multi-Cultural, and independent. Achieved monthly budget targets, working directly with in-house brand managers to develop effective programs while interacting with supplier sales teams of 7 major spirits suppliers (Pernod, Beam Suntory, Heaven Hill, Moet Hennessey, Patron, Bacardi, Castle Brands).

- Effectively unified team of direct reports after major restructuring in which many had new roles.
- Successfully closed 5 major supplier fiscal years while delivering profit goal for SWS of IL.
- Proposed new in-house inventory management process to create more accurate monthly forecast.
- Participated in new salesperson mentoring program to successfully on-board and train new employees.

EDUCATION

MBA, Emphasis in Organizational Leadership, Benedictine University, Lisle, IL

BSC, Accounting Major, DePaul University, Chicago, IL

MBA coursework, Butler University, Indianapolis, IN

Atlas Global Leadership Development – facilitated by The Works Partnership, Singapore

Certificate, “The Leader Within,” Northwestern University, Evanston, IL

WSET Level II Certificate, pass with Merit

Microsoft Office – Excel, Word, PowerPoint

Onesource Compass, SalesNav – *proprietary systems*

Constellation Academy of Wine Training – *trained with Peter Marks, MW and agricultural training with Tom Gore*