**Jim Adrian, MBA**

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**Beverage Strategy and Go-To-Market Sales Leader**

Innovative Commercial Strategy and Business Development leader with broad cross-functional expertise in the beverage and CPG industries. Known for building and leading high-performance teams, leveraging analytics with industry insights to produce actionable plans and developing collaborative solutions to opportunities. Passionate about working with teams to lead creation of transformative strategy and maximize sales plan execution to deliver sustained business results.

Business Strategy & Planning | Consumer Packaged Goods (CPG) | Sales & GTM Leadership

Cross-functional Collaboration | Customer Relationship Management | Product Innovation Expertise

Best Practices Thought Leadership | Product Distribution Strategy | Creative Insights & Solutions

**Professional Experience**

**Molson Coors** 6/2004 - 1/2020

Fortune 500 leader with iconic brands produced across a highly complex global supply chain and distributed through an independent network of over 500 partners.

**Distribution Network Quality Manager, Commercial Operations** – Golden, CO 6/2019 - 1/2020

Promoted for expertise collaborating and driving results with customer network. Led team optimizing quality of global import/export and in-market quality processes to support brand health and sales.

* Developed distributor market execution and managerial best practices that increased sales by five percentage points and reduced product obsolescence expense by up to 50% or $500k annually.
* Spearheaded process improvements to identify quality gaps, develop and implement corrective strategies which increased subsequent evaluation scores by 15 to 35% points.
* Designed and piloted a mobile IT solution that helped distributors manage in-market execution, product freshness and costs; with positive feedback from all 6 distributor participants.
* Significantly improved distributor performance resulting in VP of Sales request to publish Distributor Best Practices to optimize processes, expand influence and maximize effectiveness of network.
* Created website making Quality Training Materials available to field sales and business partners.

**Commercial Development Manager, Center of Excellence** – Golden, CO 12/2016 – 6/2019

Chosen by VP of Center of Excellence for sales strategy, collaborative GTM solutions and customer expertise. Led cross-functional effort to align Supply Chain and Commercial strategy to adapt to changing industry trends, drive innovation and execute in-market plans to maximize sales and profit.

* Earned Commercial Center of Excellence Award for game changing collaborative approach to customer engagement with 100% positive feedback from distributors.
* Led go-to-market sales process improvements to support product innovation that delivered over one million incremental cases of new brand and package volume annually.
* Collaborated with Sales and Supply Chain leadership to enable Emerging Chain package innovation, eliminate out-of-stocks, and gain distributor support to achieve 98% new package execution.
* Secured cross-functional alignment with sales objectives, monitored and course corrected to improve in-market execution of monthly business priorities by 20%.
* Orchestrated innovative shrink wrap solution which saved ~$1M in costs and enabled volume growth doubling other packages.

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**Business Development Manager** – Golden, CO 6/2012 – 12/2016

Promoted based on strategic leadership and in-market sales impact with distributors. Led market evaluation to identify business opportunities, develop and implement growth strategies. Selected by senior leadership to Sustainability Leadership Council for water and waste reduction efforts.

* Delivered profitability improvement of over $100M through distributor sales strategy initiative which continues to deliver year-over-year profit increases.
* Achieved a 100% success rate improving sales and profits with distributors lagging their peers.
* Helped improve water efficiency by 19.7% and achieved landfill-free status at 8 major breweries.

**Distributor Network Execution Manager** – Golden, CO 5/2010 – 6/2012

Chosen to clarify distributor Brand Building expectations and to improve retail sales plan execution. Led network evaluation process and partnered with local teams to identify growth opportunities and maximize in-market execution to improve sales and profits.

* Earned “Big Idea Award” from President of Sales for developing an iPad solution that improved effectiveness of 600+ member Sales Team and became industry-leading sales tool.
* Improved market audit efficiency by 35%, reduced hardware costs 80% and enabled interactive selling based on mobile solution strategy.
* Created benchmarking process to assess and rank distributor performance based on objective KPI criteria which guided sales efforts and new brand assignments.

**Corporate Strategy and Go-To-Market Planning Manager** – Golden, CO 2/2007 – 5/2010

Promoted based on analytical approach to opportunity identification, collaborative strategy development and cascading approach to local market execution of HQ plans. Demonstrated ability to partner with C and VP level leaders on marketing, sales and finance plans to exceed corporate targets.

* Earned President’s Award for leading Key Account Reorganization, development of sales strategies and implementation of customer relationship management (CRM) tools and processes.
* Built cascading approach taking HQ strategy to local market execution to exceed growth goals.
* Unified disparate planning systems from Miller and Coors into a singular award-winning approach to deliver +163,000 incremental points of distribution.

**Additional Relevant Experience**

**National Key Account Sales Leadership Team** – Molson Coors Brewing Company

**Senior Key Account Sales Leader selected to National Steering Committee** - Kraft Foods / Nabisco

**Professional Development**

**Root Cause Analysis & Process Improvement** – Molson Coors

**World Class Supply Chain 2.0 / Lean and Six Sigma principles** – Molson Coors

**Category Management Leadership** - Elevation Management Group and Nielsen

**Category Development through Data Analysis, Training and Consultation** – Nielsen for General Mills

**Winning Negotiations & Professional Selling Skills** – Kraft Foods

**Education**

**Master of Business Administration (M.B.A.)** Strategy and Marketing - University of Minnesota, Carlson School of Management, Minneapolis, MN

**Bachelor of Science (B.S.)**, Psychology and Business - Minnesota State University, Moorhead, MN