

VIMAL VAGHMARIA

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PROFFESIONAL SUMMARY

Marketing & Trade Marketing professional with 15 years' experience scaling up and commercializing the largest global CPG beverage brands across emerging and established markets with DIAGEO and SABMiller. I have extensive experience at creating portfolio strategies that can navigate dynamic environments with the objective of elevating consumer experiences to build adoration and affinity. I lead teams through effective cross-functional collaboration, data-driven insights and analysis to ensure memorable retailer, shopper and consumer brand experiences.

RECENT EXPERIENCE

DIAGEO PLC

Tanzania

Head of Marketing | Spirits

July 2017 – Dec 2019

Brands: Johnnie Walker®, J&B® Rare, Smirnoff® Vodka, Ciroc® Vodka, Tanqueray® Gin, Gordon's® Gin, Bailey's® Irish Cream, Smirnoff® Ice Black

Scope: Headed the overall strategic development and execution of the DIAGEO spirits portfolio, growing volume and Net Sales Value (NSV), spanning sales management, go-to-market development, customer and consumer marketing (including media, digital & creative agencies), and supply chain planning

- Developed and executed the spirits portfolio strategy, resulting in +7% volume and +6% value growth across the Super Premium portfolio, coupled with +15% volume growth on the Mainstream portfolio
- Improved Premium portfolio gross margin mix resulting in +4% growth, through strategic initiatives reaching new consumer groups and occasions, despite challenging market conditions
- Developed & presented strategic business cases resulting in a \$7m investment to scale up production capacity
- Redefined the Spirits go-to-market strategy increasing outlet reach +43% through strategic outlet mapping
- Created and implemented the full marketing and go-to-market strategies for a mainstream innovation brand – Smirnoff® X1 contributing +25% of the total spirits portfolio in less than 8 months from launch
- Yielded +9% in cost savings across allocated A&P due to effective planning and supplier negotiations
- Member of the executive team as acting Marketing & Innovation Director – Spirits, since March 2018
- Led and coached a team of 8 (6 Sales Managers and 2 Brand Managers), along with 4 external agency partners

SABMiller (Acquired by ABInBev)

Tanzania

Marketing Manager | Premium Brands & Flavoured Alcoholic Beverages (FAB)

Nov 2013 – Jan 2017

Brands: Castle LITE®, Peroni Nastro Azzurro®, Ndovu® Special Malt, Ndovu® Red Malt, Redd's® Original, Kilimanjaro® Twist

Scope: Led the Premium Brand & FAB portfolio strategy development and execution, delivering +\$90M in NSV through cross-functional collaboration with internal stakeholders (sales, trade marketing, distribution, finance, procurement, quality assurance, packaging) and 7 external agency partners (creative, media, digital, public relations and activations)

- Spearheaded the local repositioning of Castle LITE® to the global "Extra Cold" platform, through relevant insights resulting in +7% growth in market share and +14% in brand health
- Formulated and implemented the Ndovu® Special Malt brand architecture, brand repositioning, and packaging upgrade achieving +33% Attitudinal Equity (AE) growth nationally
- Pioneered digital beer knowledge platform: Ndovu® Tastemakers - www.ndovuspecialmalt.com/taste increasing online brand engagement with +8.3M impressions, reaching 1.3M consumers in 3 months
- Conceptualised and launched a limited edition new to market premium beer, Ndovu® Red Malt
- Directed the full implementation of 13 large scale sponsorship events including concerts featuring international artists, fashion shows and the Redd's® Original Miss Tanzania pageant
- Oversaw and executed 19 brand, format and packaging innovations targeting growth opportunities

Trade Marketing Manager | Spirits

Jan 2013 – Oct 2013

Brands: Konyagi® Gin, Nederburg® wines, Savanna® cider, Valeur® brandy, Zanzi® cream liqueur, Dodoma wine®, Count Pushkin Vodka®

Scope: Co-ordinated the Trade Marketing and Brand Marketing strategies for Tanzania Distilleries Limited (TDL) accounting for +\$100M in Net Sales, equating to ~20% of TBL Group sales (17 Brands and +45 SKU's)

- Repositioned the biggest spirit brand in Tanzania – Konyagi® Gin, improving AE by +26%
- Upgraded packaging of the TDL Affordable Portfolio (6 Brands) to reposition and improve reach

DIAGEO PLC

Trade Marketing Manager | Southern African Emerging Markets (SAEM)

South Africa

Jul 2011 – Nov 2012

Brands: Johnnie Walker®, J&B Rare®, Bells® whisky, White Horse® Whisky, Smirnoff® Vodka, Tanqueray® Gin, Gordon's® Gin, Captain Morgan® Rum, Captain Morgan® Spiced Gold,

Scope: Developed and implemented long- and short-term brand and Trade Marketing strategies for third- party distributors across Namibia, Botswana, Swaziland, Lesotho, Zimbabwe, Mozambique and Zambia

- Surpassed the fiscal volume plan by +27%, delivering trading profit growth of +15% vs. past year
- Pioneered a new regional market segmentation & customer service model increasing outlet reach
- Orchestrated bespoke retail layouts for key outlets across 4 markets, improving volume and basket size
- Formulated a Commercial Scorecard with 3rd party distribution partners to track performance
- Created custom service packages for every market segment across the region to standardize branding materials, and modernized POS materials to create cost efficiencies

Brand Manager | Johnnie Walker®

Jan 2009 – Jun 2011

Brands: Johnnie Walker® Red Label™, Johnnie Walker® Black Label™, Johnnie Walker® Gold Label™, Johnnie Walker® Blue Label™

Scope: Contributed to the development and execution of the overall Johnnie Walker® brand strategy with Advertising & Promotional spend of approx. \$4M annually

- Translated the brand strategy into 360 executional plans, delivering volume and margin growth
- Received *Managing Director's Award* (team award), for delivering +82% growth on Red Label™ and +30% on Black Label™ in a recessionary environment
- Formulated and executed the Red Label™ Step Up campaign to increase brand penetration
- Oversaw an Easter campaign for Red Label™ resulting in +40,000 cases sold or +65% growth vs. past year
- Led rollout of the global Johnnie Walker® responsible drinking campaign, *Join the Pact* with the *Vodafone McLaren Mercedes Formula 1 Team*, resulting in >10,000 signatures nationally
- Co-ordinated the rollout of the Johnnie Walker® gifting strategy within key outlets nationally
- Conducted over 150 Johnnie Walker® whisky mentorship presentations to increase consumer engagement

Channel Manager On-Trade

Jul 2006 – Dec 2008

Brands: Johnnie Walker®, J&B® Rare, Smirnoff® Vodka, Tanqueray® Gin, Captain Morgan®, Bailey's® Irish Cream, Smirnoff® Spin, Heineken®, Guinness®

Scope: Commercialized the Sales and Marketing Teams' strategies linked to business priorities, increasing volume growth and operational efficiencies

- Co-ordinated the On-Trade business plan process enhancing Net Sales Value by +20%
- Contributed to the development and execution of the national Mixology Strategy
- Led the cross channel (On-trade, Off-trade, Main Market and Mixology) Commercial Scorecard development and rollout, improving performance measurement
- Influenced the sales service and calling cycle, improving service coverage by +18%
- Created and redesigned >25 Point of Sale items using new technology and substrates, reducing costs

EDUCATION

UNIVERSITY OF SOUTH AFRICA (UNISA)

Cape Town, South Africa

Honours Bachelor of Commerce, Marketing Management

2009

Major: Strategic Marketing / Minor: Strategic Management

UNIVERSITY OF NATAL

Durban, South Africa

Bachelor of Commerce, Information Systems and Marketing Management

2003

Major: Business Information Systems / Minor: Marketing Management

Personal: South African Citizen, native English speaker; advanced Afrikaans; beginner Swahili.

Enjoy traveling, running, cricket, kickboxing, table tennis and photography. Have worked across 10 countries and travelled to 28 countries.