



# Nathan Tatum



331-333-0403



ntatum54@gmail.com

## Profile

Confident business leader with a strong foundation of entrepreneurial grit balanced with analytics and outgoing personality.

Skilled at developing growth strategies with wholesalers and retailers aimed at long term sustainable success



## Strengths

Hard Working

Analytical

Motivator & Leader

Persuasive

Goal Driven & Competitive

Strategic

Passionate about Beer

## Experience

### Director of Sales

**JUUL Labs Inc.**



Feb. '18 – Mar. '20



Naperville, IL

- Founding leader of JUUL Labs Central Region
- Responsible for field sales team and wholesale operations
- Sales growth of \$8M per month to \$60M per month in one year
- #1 Director in US for revenue growth and execution metrics in 2018 & 2019

### Sr. Director of Sales – Large Format

**Anheuser Busch – SE Region**



May '17 – Feb. '18



Atlanta, GA

- \$1B in retail sales for Anheuser Busch in the southeastern US to Drug, Dollar, Walmart, High End Package Liquor as well as Grocery (Publix, Kroger, SEG, Food Lion, and more)
- Strategic direction and relationship management with over 100 AB wholesalers in the Southeast US
- Large Format national strategy team developing strategies for new brands and customer segmentation to maximize growth from programming, promotional spend and marketing dollars.

### Director of Sales – Walmart

**Anheuser Busch**



Apr '15 – May '17



Bentonville, AR

- Manage Walmart buying decision point and responsible for building strategies and joint business plans
- Managed a team of key account managers across the US who are responsible for the development of state level plans as well as the execution of those plans
- Routine calls and meetings with Anheuser Busch wholesaler partners to develop or cascade strategies



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## Other Relevant Experience

### Manager Sales Planning & Sr. Manger Revenue Management

Anheuser Busch



Jan. '13 – Apr. '15



St. Louis, MO

- Development of AB America 1 & 3 year strategic plans and forecasts
- Development of price & promotional strategies to national retail customers such as Walmart, Kroger & 7- Eleven and Circle K
- Innovation volume forecasting and launch plans

## Most Proud of



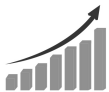
### The relationships that I've built

from friends, coworkers, mentors and mentees that made me who I am today.



### My beer industry knowledge

that I've developed through the years from brands, styles, relationships and the business as a whole.



### JUUL Labs Central Region Growth

from zero people to over 40 teammates delivering unprecedented results



## Training & Certificates



## Education

Business Administration & Marketing  
Southern Illinois University - Edwardsville  
August 2008

## Hobbies and Passions



Beer & Food

Brazilian Jiu Jitsu



Woodworking

Being Outdoors





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## Professional References

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**Dharma Tamm – President Rogue Ales and Spirits**

**Rogue Ales and Spirits**

Email: [Dharmat@rogue.com](mailto:Dharmat@rogue.com) Phone: 650-996-5564

**Tom McGinty – VP Sales and Marketing**

**Seismic Brewing Company**

Email: [tmcginty@seismicbrewingco.com](mailto:tmcginty@seismicbrewingco.com) Phone: 925-413-1129

**Robert Vanhoorebeck – VP of Route to Market & Wholesale**

**JUUL Labs**

Email: [bobbyv@juul.com](mailto:bobbyv@juul.com) Phone: 813-943-3963

**Christopher Kline – Director of Bakery & Deli (& Schnucks Beer Guy)**

**Schnuck Markets**

Email: [cakman2@yahoo.com](mailto:cakman2@yahoo.com) Phone: 314-753-4328