**Dan Hennessy**

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**Executive Commercial and Marketing Leader**

Transformational, strategic commercial leader with proven success growing brands, delivering sales results and building teams in complex markets to grow revenue and value. Forward-thinking, strong leadership and communication skills across all levels of the organization with a passion for maximizing teams to create business performance. Experience across numerous brands and countries. Areas of expertise:

* Brand Management
* Retail and Sales Leadership
* Global Cross-Functional Team Leadership
* Profit and Loss (P&L)
* Product Innovation
* Budget Management
* High-Performing Team Building
* Business Analysis

**Professional Experience**

**MolsonCoors/MillerCoors,** Atlanta, GA & Chicago, IL **July 2005 – January 2020**

**Successive roles in brand marketing, retail marketing, commercial and international division, building market share, profit and teams for the second-largest beer company in the USA and third largest globally.**

**Chief Commercial Officer – MolsonCoors International,** January 2019 – January 2020

Deliver brand marketing, innovations, strategy, and commercial partnerships for priority markets across five continents.

Reported to MolsonCoors International CEO.

* In 2019 delivered $235MM of NSR (Net Sales Revenue) (+6% vs PY) and continued EBITDA growth above 2018.
* Market experience in India, Mexico, Australia, Chile, Argentina, Brazil, Korea, Japan and South Africa.
* Successfully built and transformed a new commercial team and 3-year plan for MolsonCoors International.
* Achieved volume plan on all five strategic brands through innovative programs and plans that heavily leveraged digital marketing.

**Vice President – Southeast Region,** March 2015 – December 2018

P&L responsibility for $1.6 billion in revenue and a team of 140 employees across 12 states and the District of Columbia.

Reported to Sales President.

* Second largest region with annual volume of 165MM Cases, NPR of $1.64B, Gross Margin of $857MM, and Profit of $803MM.
* Led the team accountable for 120 independent distributors and all key retailers across the territory, including direct responsibility for 3 strategic chain customers (Southeastern Grocers, Sheetz Convenience Stores, and Miller’s Ale House).
* Approved and oversaw distributor consolidation in Louisiana, Tennessee, and Alabama.
* Extended alliance partnerships across the region, including four NFL teams (Falcons, Ravens, Buccaneers, Jaguars), Universities of Alabama and Florida, and a category exclusive multi-brand partnership with the Atlanta Braves.
* Champion of employee engagement, leading to highest scores of any sales function in 12 of 13 categories in annual survey.
* Sponsored the first Women in Beer career development program that is now national.
* Redirected $4.6MM of lower ROI programs to higher return activities leading to a 1.5% trend improvement in2017.

**Vice President – Retail Channel Marketing Department,** February 2013 – March 2015

Department leader of highly engaged, diverse group of 40 marketing employees with responsibility for grocery, convenience and on-premise retail strategies, planning, program development to create winning category and brand growth propositions for retailers. Budget of $100MM. Reported to the Chief Marketing Officer with a dotted line to Sales President.

* Led all MillerCoors retail program development. Programs included national Miller Lite grilling chef partnerships, Coors Light Refreshment, numerous retailer-specific digital partnerships, and Building with Beer category sales process.
* Developed first national Super Bowl retailer partnership with Coca-Cola and Mondelez resulting in 8% Coors Light lift from prior year. Partnership was first national partnership Coca-Cola had done with an alcohol company in 30 years.
* Spearheaded successful department reorganization in May 2013, receiving approval from Senior Leadership Team.
* Directed cost reduction programs totaling $9.2MM annually including: developed in-house art department ($4.6MM), reducing the number of program items by 41% ($2MM), and reduced agency fees ($2.6MM).

**Sr. Marketing Director – Coors Family (Coors Light & Coors Banquet)** February 2010 – February 2013

Responsible for the company’s largest brand and the 2nd largest beer brand in the USA with annual net revenue of $2.9B, Annual Profit of $875MM, and 9.1% share of the US beer industry. Budget of $225MM and team of 10 people. Reported to VP of Marketing.

* Successfully grew volume, profit, and share during 3 years of leadership, continuing Coors Light’s streak of 8 consecutive years of growth, and Coors Banquet’s 6 consecutive years of growth. 2012 was the largest Coors Light volume year in the brand’s 30 years and overcame Budweiser to be the 2nd largest beer brand in the USA.
* Refined brand positioning and developed national advertising and retail for Coors Light & Coors Banquet, including the long running Banquet campaign featuring Sam Elliott.
* Innovations created: Coors Light Aluminum Pint, Cold Activated packaging, and Banquet Heritage bottles & cans.
* Launched Coors Light Facebook, YouTube and Twitter pages, leading to 3MM+ Facebook fans, over 2MM+ YouTube views and 25K+ Twitter followers.
* Redesigned Coors Light visual identity leading to consumer preferred new graphics that helped the brand grow 2% in 2012.
* Completed exclusive national sponsorship deals with NASCAR, NHL, ESPN Scorecenter and celebrities Ice Cube & Jason Aldean.

**Field Marketing Director - Southwest Region,** May 2007-January 2010

Promoted by the CEO to be part of a decentralized pilot to transform and innovate local marketing. Reported to Regional VP.

* Developed locally relevant programs to turn around Miller Lite from -1.8% to +3% sales.
* Led annual planning process with 35 distributors achieving alignment on co-funded annual marketing plans.
* Successfully negotiated extensions to all key Texas alliances, including 10-year Dallas Cowboys exclusive beer partnership.

**Senior Brand Manager – Miller High Life,** October 2006 – April 2007

Managed all Miller High Life Family of brands marketing activities. Annual revenue $400MM. Budget of $27.5MM.

* Launched award-winning “Take Back the High Life” delivery driver advertising campaign in Nov. 2006, reversing a 7-year decline delivering three years of growth in a declining category.

**Brand Manager – Mickey’s Malt Beverage,** July 2005 – October 2006

Responsible for developing brand strategies to drive sales and profit. Exceeded FY06 goals for sales volume and profit. Sales grew 5.1%. Sales growth continued in FY07 up 4%.

* Successfully secured 2-year category exclusive UFC alliance with fast growth sport that is strategically on target for Mickey’s.
* Received mgmt approval of brand plans including: Big Idea, positioning, strategies, and tactics, leading to a 50% funding increase.

**Additional Relevant Experience**

**S.C. Johnson & Son,** Racine, WI

Brand Manager – Oust

Associate Brand Manager – Glade & Oust

Assistant Brand Manager - OFF!

**Procter & Gamble,** Cincinnati, OH

Market Research Intern

**Who Needs Two? Ticket Service/ticketbroker.com**, Deerfield, IL

Director of Operations

**Education**

**Master of Business Administration, (MBA), Cum Laude**

University of Notre Dame, South Bend, IN

**Bachelor of Science (BS), Marketing with a Minor in Economics**

Northern Illinois University,DeKalb, IL

**Recognitions and Affiliations**

Advertising Age “40 under 40” award recipient

Memberships: CMO Club, American Marketing Association (AMA), Revenue Collective Group

Current Advisory Board member at Kennesaw State University, Coles College of Business for Marketing & Professional Selling

Former Leinenkugel Brewing Co. Board of Directors

University of Notre Dame MBA Program Executive Advisory Group, and TCU guest lecture.