

# BRIAN KOSWICK

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## PROFILE

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*Top-performing sales management professional with stellar background in consumer beverage distribution.*

Strategic, high-energy network development director with progressively responsible experience building and leading market presence, driving volume, revenue, market share, and profit growth within highly competitive markets. Capitalizes on emerging growth and profit opportunities in multi-state territories. Excels at developing targeted marketing plans, promotions, incentives, and winning sales strategies. Influential and motivational manager with consistent record of leading teams to exceed standards and expectations. Deeply familiar with the 3-tier DSD systems; demonstrate diligence, loyalty, and a positive attitude, along with strong organizational and relationship-building skills.

### Core Competencies

Network Strategy Development | Contract Management & Negotiation | Client Relationships | Marketing Business Analytics | Business Development | Distribution Expansion | Problem Solving | Sales Management Financial Management | Product Launches | Pricing | Process Improvement | Team Leadership/Development

## PROFESSIONAL EXPERIENCE

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### PABST BREWING COMPANY

#### **Sr. Director Network Development, San Antonio, TX (Jan 2015 - Mar 2020)**

Coordinated assignment and contracting for nationwide network of over 500 distributors. Managed market analysis, network operations, and route-to-market strategy to drive strategic growth objectives. Oversaw regulatory compliance, segmentation analysis/recommendations, contract negotiations, distributor council, and remotely managed network development team of 3 people. Oversaw distributor mergers/acquisitions and on-boarding/off-boarding processes.

- Leveraged insights analysis and segmentation strategies to optimize distributor network; significantly increased the alignment of the network over 4 years.
- Coordinated 5,000+ product and package authorizations (internally and at state level and oversaw 100+ transactions annually.
  - Collaborated with legal department to navigate state approval process for new product authorization, ensuring entry into internal systems, meeting sales to retail targets.
- Integrated 4 partnered brands and 300+ distributors into the PBC network.
- Launched internal processes to improve alignment and timelines for transactions, authorizations, and geographic assignments across the US. Key components included streamlined distributor transaction application, territory mapping, geographic assignment grid, network project dashboards, and department task alignment.
- Implemented national network development training program across 5 sales divisions resulting in real time access to Net Dev resources with full transparency on processes for enhanced decision making.
- Oversaw distributor profile process in CRM system, providing direct network insights that included size and scope of distributors, competitive suppliers, ownership levels, and beverage categories.
- Delivered network overlay analysis/recommendations with new business.
- Established efficient administrative systems for management of PBC distributor contracts and information.
- Developed recommendations for PBC distributor contract optimization and to ensure accuracy of base contracts.

## PROFESSIONAL EXPERIENCE, CONTINUED

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PABST BREWING COMPANY, *Continued*

### **General Manager, Northeast, Albany, NY** (Mar 2008 - Jan 2015)

Managed sales team of 22 (7 direct reports) across 11 Northeast states and 104 multi-brand distributors. Facilitated collaborative planning and development of programming to execute delivery of volume 13m/cs and meet division's revenue, distribution, and share targets. Monitored retail execution metrics across distributor network.

- Accelerated Pabst Blue Ribbon trends across all classes of trade via heightened sales execution; implemented creative sales programs and market standards, outpacing national trends by +7 pts.
- Managed 11 state budget (\$1.7M) for T&E, POS, incentives, local marketing to maximize ROI
- Launched Ballantine IPA into Northeast, exceeding sales goals by 12% and distribution goals by 23% through proper benchmarking and targeting.
- Developed team members' skills, focusing on fact-based selling, goal setting, and accountability; NE team earned recognition during national training seminar.
- Led pricing initiatives, established management routines, rhythm, and developed business process improvements.

### **Division Manager, Liberty Division, Albany, NY** (Sept 2006 - Mar 2008)

Senior level position with responsibilities that included driving process improvement, budget management (\$3.4M), development of strategic business plans, problem solving, management routines, as single point of contact for the division supporting the Division Director in 16 state area from Maine to Kentucky.

- Spearheaded distributor consolidations and assignments which directly resulted in improved service and operational efficiencies
- Established management routines ensuring alignment between cross functional field teams that transitioned into delivering against division sales and financial goals.

### **State Manager, Albany, NY** (Oct 1989 - Sept 2006)

*Pabst Brewing Company acquired Stroh Brewery Company in 1999.*

Directed sales, marketing, and promotional activities for 5-state (NY, VT, NH, ME, CT) territory with sales volume of 2.8M cases/year. Administered statewide budgets, managed financials, integrated wholesaler campaigns, developed incentive programs, and monitored wholesalers' inventory levels.

- Advanced Old Milwaukee brand from #18 to #5 in Syracuse market.
- Won Old Milwaukee Light National Sales Achievement Award (1997).

*Additional positions with Pabst Brewing Company include Area Sales and Marketing Manager, Oklahoma State Manager, District Sales Manager, and Sales Representative.*

## EDUCATION AND TRAINING

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HAWTHORNE COLLEGE, Antrim, NH

**Bachelor of Science in Business Administration**

**Technical Skills:** Microsoft Office, Margin Miner