**Daniel Saurer**

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**Professional Abstract**

Twenty-nine years of experience across general management and sales combined with customer development, category management and brand/shopper/trade marketing. Specific industry expertise in consumer food and beverages, wine, spirits business categories, and retail. Consistent track record in growing share for category and retail partners through data, insights, strategy and execution. Recognized for delivering exceptional results through strong talent development, organizational effectiveness, strategic and operational excellence. Thrives in a fast paced, competitive team environment. Possesses an innovative and energetic personality to consistently exceeded goals and develop future leaders. Experience spans from startups to Fortune 500 companies throughout the United States.

**PROFESSIONAL EXPERIENCE**

**Perfect Brands Inc.**

**Vice President of Sales- May 2018- Present**

*Responsible for sales and management of Perfect Vodka. Distributor Management, Pricing and Promotional Activities.*

* Implemented new pricing strategy and built new price structures eliminating unprofitable deals being offered. Annual estimated savings of $100,000 to be reinvested into promotional activity.
* Developed new distributor accountabilities, performance metrics, and goals to ensure the brand growth.
* Negotiated a distributor change in Florida which will double total depletion volume.

**Stoli Group USA - September 2013-February 2018**

**Vice President National Accounts**

*Responsible for Leadership and Management of the On & Off Premise National Account teams. National Distributor Management at the Executive level, goal setting and performance measurement.*

* Developed the strategy focused on rebuilding customer relationships and increased promotional activity which accounted for three years of positive depletion growth combined Off and On Premise.
	+ **2015 +13.4%**  **2016 +9.0%** **2017 +3.5%**
* Drove Nielsen sales volume growth +18% over the last 4 years attributed to more aggressive pricing position and increased display activity at retail.
* Outpaced total company On Premise performance results for three consecutive years by securing new On-Premise National Account Business while maintaining existing business results.
	+ **2015 +1.3% 2016 +4.4% 2017 +3.4%**

**Director National Accounts**

*Responsible for the account management for National Accounts. Managing distributor Off-Premise National Account teams, goal setting, and performance management.*

* Developed 5-year strategic plan for Off Premise National Accounts.
* Achieved 4.6% increase in depletions in the first year, success was attributed by increased focus and promotional support with key retailers.

**Voli Spirits Inc.- Vice President National Accounts - May 2012-September 2013**

*Responsible for managing Off & On-Premise National Accounts Activities. Management of the importer (Palm Bay) and distributor network.*

* Developed key relationships with Landry’s Inc. executives, which prospered into new business opportunities within the Landry’s Banners and Golden Nugget Resorts and Casinos.
* Secured new distribution and placements in Jewel, Walgreens, Sam’s Club, Kroger.
* Implemented the launch in Puerto Rico, working with high profile celebrity and his relationships with the Latino Retailers and Distributors.

**White Rock Distilleries** **- Off Premise Chain Director - November 2010-May 2012**

*Responsible for development, growth and support of National Chain Business. Built and managed distributor Off-Premise National Accounts partnerships to increase depletions and points of distribution.*

* Responsible for sales presentations, programming and support for 11 National Chains throughout the US.
* Increased new points of distribution from 2,000 to 20,000 in a year a half time, and positively affecting AC Nielsen results.
* Developed Pinnacle Brand in SUPERVALU that enabled Pinnacle Whipped to surpass all other flavored vodkas in sales among all SUPERVALU banners.

**SUPERVALU Inc.- June 2006- November 2010**

**Corporate Business Development Manager Spirits**

*Held multiple positions within Merchandising and Marketing. Responsible for $275M in sales & $55M in profits annually. Accountable for all merchandising, marketing planning & pricing for 535 stores across 5 banners*. Collaborate with Total Alcohol Beverage team to ensure all sales and profit targets are achieved for Beer, Wine and Spirits. Cross trained team.

* Delivered +3.4% in ID sales and outperformed rest of store by 8.5%, sales accomplishment attributed to Big Relief Pricing Strategy that was implemented.
* Developed & implemented holiday Gift Program generating $4.5M sales & exceeded previous year’s results by 21%, working with multiple Beer, Wine and Liquor suppliers.
* Executed consumer bottle signing promotions with Dan Aykroyd & Bobby Hull that generated over $100K in sales.
* Developed & implemented “Cocktails 1-2-3 Drink Solution Centers” generating $4.6M annual sales.

**Albertsons Inc. – March 2003 – June 2006**

**Loyalty Marketing Manager**

*Responsible for the management of the “avenu network” grocery industries first fully integrated marketing/media network. Additionally, managed the pantry categories for 189 stores across 3 states.*

* Managed the Catalina Marketing relationship and the corporate “Associate Discount” Program.
* Directed the implementation of the avenu kiosk rollout in the Jewel, Albertsons, and Acme Markets 700+ stores.
* Developed the marketing strategy to implement national sales force for avenu vendor partner’s network.

**Fleming Companies Inc.**- **Director of Customer Marketing and Marketing Analysis - September 2001-October 2002**

*Responsible for all customer marketing programs and marketing analysis for company retail stores.*

* Accountable for the Retail Services annual revenue budget $1.5 million.
* Captured manufacturers’ incremental marketing funds targeted to specific customer segments.
* Consultative role & provided strategic direction for independent retailers with customer loyalty programs.

**Furrs Supermarkets Inc.** -**Director of Electronic Marketing - May 2000-September 2001**

*Directed and managed customer relationship marketing program, e-commerce, on-line shopping and consumer affairs for 71 stores that accounted for $950 million in annual sales*.

* Supervised & managed a department of 34 with a $2 million operating budget.
* Implemented Furrs Direct manufacturer target marketing program.
* Implemented Smart Chip technology through the loyalty program.
* Increased on-line shopping sales by 35% while decreasing operating expenses.

**Whole Foods Markets** - **National Loyalty Marketing Director - November 1999-May 2000**

*Directed the company’s national customer relationship marketing efforts*

* Facilitated the process to interface card-based marketing with e-commerce.
* Negotiated database software contract, saving $100k on the project.
* Reduced expense $32k by re-negotiatingcontracts for card,applications & data entry.

**SUPERVALU Inc.** -**Loyalty Marketing Manager- October 1996-November 1999**

*Built and implemented the infrastructure to support the independent retailer for customer relationship marketing.*

* Developed the CRM marketing strategy for the independent retailers.
* Developed the co-marketing strategy to access additional marketing funds for our retailers.
* Awarded the Gem Award at GEMCON 1999 in recognition of “The Best Wholesale Loyalty Marketing Program”.

**Nash Finch Company** - **Retail System Coordinator - September 1993-October 1996**

*Developed and implemented the company’s CRM strategy for both corporate and independent retail stores.*

* Implemented consumer loyalty program in 3 distribution centers, totaling 32 retail stores.
* Developed the company’s strategy for direct and targeted marketing.

**Jewel Food Stores** - **Supervisor of Point of Sale Installation and Maintenance - June 1990-September 1993**

*Supervised installation and day-to-day operations for the company’s AS400, point of sale and credit card systems.*

* Managed the rollout of AS400 installations for the company.
* Coordinated the installation of credit card systems for the total company over 200 stores.

**EDUCATION AND TRAINING**

**Western Michigan University Kalamazoo, Michigan-** Bachelor of Science in Food Marketing