**John Dallager**

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**COMMERCIAL Marketing | Sales Leadership**

**Product management | Commercial Strategy | Brand Development**

Performance-driven Senior Commercial Executive, with demonstrated expertise building and leading continuous improvement organizations and executing EBIT strategies. Leverage sales, commercial, category, and marketing perspectives to drive product growth across retail and digital route-to-market channels. Dynamic leader and mentor, building high-performance teams. Turn commercial, category, and marketing insights into actionable revenue generating and customer acquisition strategies that inspire loyal brand communities.

* + - * Lead executive teams up to 350 cross-functional leaders with accountability of $100M+ P&Ls.
			* Lead sales, field marketing, and product 1Y/3Y planning for global retail organizations, driving demand generation, sales, programming, customer acquisition, and engaging loyalty content for consumers.
* Developed loyalty marketing programs and category expansion campaigns for Americas RTM, resulting in 112K new distributions across 32K+ doors in three months.
* Delivered $5+M operations cost savings through negotiation of a centralized warehouse and direct-to-door deployment for US marketing strategies for customer driven operations.

**CORE COMPETENCIES**

Revenue Generation | Marketing Strategy | Business Development | Digital Retail Ecosystems | Distribution Strategy | Omnichannel Campaigns | Key Account Leadership | Category Management | P&L | B2B/B2C

## EXPERIENCE

## JUUL Labs 2018 – June 2020

## Director Trade Marketing and Deployment | Americas (2019 - 2020)

Directed a team of 12 field marketing managers driving omnichannel marketing, category development, sales programming, and commercial communication for the largest nicotine vapor company in the world. Oversaw marketing P&L, managing a $77.8M annual brand development fund to deliver a $1.6B annual operating plan.

* Ensured cohesive branding, sales programming, merchandising, messaging, and communication across 118 distributors, 375 organized key account chains, and 113K retailer doors enabling Americas’ sales org to deliver revenue, increase distribution, gain share, and decrease OOS via IRI/Nielsen/MSA data.
* Gained project management experience leading the salesforce CRM build that improved data collection, management, and analysis creating meaningful insights, driving cost efficiencies, and improving ROI.
* Identified need and integration for JUUL CRM and 3PL marketing asset deployment allowing for tracking, ROI, and ordering efficiency – created a $1.6M dollar savings from order accuracy improvement
* Developed $7M+ digital loyalty program to drive consumer engagement and built an ecosystem of transitory purchasers launched globally in 2020.
* Restructured department creating a new 12-person team for AOP cycle planning, retail programs, and commercial communications presenting to executive leadership and gaining operational approval.
* Earned national JUUL award as a top KPI driver out of 950 eligible employees.

## Director Trade Marketing, National Accounts | Americas (2018-2019)

Recruited to be Director of Marketing for National Accounts in the Americas with accountability of trade marketing national account P&L. Directly managed a team of seven trade marketing managers for organized retail channels and wholesale partners focused on convenience, small format, dollar, club, and grocery.

* Led a team of 50 vice presidents, senior directors, directors, account managers, category managers, and data analysts to deployment of the retail brand and category strategy.
* Directed deployment of $69.4M annual marketing plan to deliver $1.4B annual operating plan for FY2019.
* Redesigned global tradeshow model to become a revenue center, resulting in $38M in sales revenue.
* Mentored six marketing managers to achieve promotions to director and senior management positions.

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## Southern Glazer’s Wine and Spirits 2015-2018

## Trade Development Marketing Manager, Bacardi Brand Portfolio | Texas (2017-2018)

Marketing manager for third largest spirits anchor market in the United States. Took global campaigns and customized for Texas market in partnership with supplier regional management.

* Directed a $104.5M annual operating plan at 2% above EBIT FY2018 and led the brand, category, and marketing integration of global campaigns across 230 retail and on-premise employees.
* Built and managed the FY2018 sales goals by brand and SKU collaborating with shared services on inventory demand planning and operations across five warehouses. Improved from 73% to 87% forecast accuracy.
* Created premium scotch category innovation campaign through consumer engagement events and merchandising delivering highest growth and volume in the US at 300+% growth YoY.
* Received Bacardi national award for delivering highest US growth on core brands and scotch.

## Division Sales Manager, Retail | North Texas (2015-2017)

Recruited to build new retail sales division for convenience, small format, and specialty grocery and defined route-to-market strategy for full Southern Glazer’s portfolio leading a team of 35.

* Top sales division two years in a row for YOY growth in Texas.
* Managed a $32.1M annual operating plan to 3.2% above EBIT and achieving 6% cost reduction.
* Created velocity analysis dashboard which enabled 17% increase in forecast accuracy, from 71% to 83%.

## E&J Gallo Winery 2009-2014

## Field Marketing Manager, Retail | North Texas (2013-2014)

Directed sixth largest revenue market for E&J Gallo Winery with full accountability for a $72.5M annual operating plan. Directed successful portfolio marketing, sales, and pricing with Southern Glazer’s TX leadership.

* Drove global marketing campaigns customized to Texas market to increase sales and brand equity.
* Created New Amsterdam Vodka A/BTL marketing programs rising to the #2 popular priced vodka in Texas.
* Oversaw sales training program for 85 sales reps, 18 district managers, and five division managers.

## Lower Northeast Area Manager, Barefoot Wine & Bubbly (2011-2013)

Directed the largest Barefoot US territory with budget of $1.5M for 15 distributors across a six-states.

* Customized global marketing plans to local markets to attain $85M annual operating plan +1% above EBT.

## Field Brand Manager, Barefoot Wine & Bubbly | New York & New Jersey (2011)

Managed a $35M annual operating plan and a $720,000 annual budget with full accountability for D2C marketing, merchandising, sales, and pricing for two distributors in the Metro New York and New Jersey area.

* Launched new varietals and marketing campaign in Europe, led to +385% in Germany and +107% in UK.

## Field Brand Manager, Barefoot Wine & Bubbly | Ohio (2009 - 2011)

Managed $20M operating plan and $490,000 budget for D2C marketing, merchandising, sales, and pricing

* Achieved 42% territory growth in 2010 and 57% growth in 2011, ranking #1 out of 34 Brand Managers.

**Earlier experience** as a Sales Representative in the E&J Gallo Winery Management Development Program with Breakthru/Charmer Sunbelt - Beverage Distributors Co. (BDC) in Denver. Managed a portfolio of 55 accounts generating more than $3M annually and accountable for sales, marketing, pricing, and relationship development.

**Education / Certifications**

**Master of Business Administration (MBA)** • Southern Methodist University • Dallas, TX

**Bachelor of Arts (BA) in International Economics & Political Science** • University of Colorado Boulder • Boulder, CO University of Colorado Boulder: Leadership Studies

Google Certifications: Google Ads | Google Marketing Platform

Society of Wine Educators: Certified Specialist of Spirits | Certified Specialist of Wine