**MARK J. REESE**

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**SALES / STRATEGIC PLANNING / CHANNEL MANAGEMENT**

Beverage Alcohol Industry executive with years of success achieving and exceeding revenue, profit, growth and distribution objectives through the development and execution of innovative business strategies and marketing plans. An Impact player with a proven track record of building brands in a variety of challenging business environments. Exceptionally organized, Motivated, High energy hands-on leader accustomed to a fast pace and multiple project environment. Outstanding industry relationships with key customers and distributor partners. Team Player.

**Paradise Brands LLC** 2019 - Present

**Vice-President**

Entrepreneurial role responsible for Brand Strategy & Annual Sales Planning to facilitate the Distribution and Growth of Monkey in Paradise Vodka in the Premium Vodka segment.

* Quadrupled the Annual Case sales in Florida within first 12 months from 1200 cases to 4900 cases.
* Increased Brand’s Chain Footprint with the addition of New Full Distribution in Winn-Dixie & Publix stores.
* Sourced and Negotiated the addition of a New Premium Tequila Brand – Blue Nectar to the portfolio.

**Marie Brizard Wine & Spirits** 2017 - 2019

**Regional Manager - Florida / Director of Chains - Florida**

Responsible for the overall Development and Execution of Market Strategy including all Sales, Pricing & Programming in the #2 US market. Trained, Coached & Mentored a team of 2 managers & 2 brokers.

* Initiated the Design, Development, Implementation & Execution of the Annual Brand Plan by Channel. (On & Off)
* Implemented a Financial Turnaround saving MBWS from losing $400K to making $200K by adroitly executing:
  + a $1 Sobieski Vodka Retail Price Increase
  + sound Price Support (Depletion Allowance) Investment management
  + a Manpower assessment resulting in 2 Broker Terminations.
* Implemented Pyramid Pricing Strategy into FL market providing pricing consistency & promotional opportunities.
* Grew Developmental brands (Sobi Estate, Cedar Ridge, Tromba Tequila) from 40%-283% with limited resources.

**Edrington Americas LLC.** 2013 - 2017

**Director of Strategic/ National Accounts – Northeast & Southeast US**

Responsible for the overall Development and Performance, Corporate Headquarter activities and Store level execution for some of the largest Wine & Spirit customers in the US including : Total Wine & More, Costco, BJ’s, Sam’s Club, Publix, Winn-Dixie, Safeway, Walmart, Walgreen’s, AAFES & Delta Airlines.

* Grew the Off-Premise Chain channel business 37.1% over the past 2 years. (FY15 - FY16)
* Developed & Implemented impactful National Brand programming such as The “Raise the Macallan” Live Webcast with Total Wine & More. This first of its kind Virtual Spirits Tasting was an extremely impactful & successful promotional initiative as it reached 13 states & over 1K consumers.
* Influenced, Formulated, Implemented & Managed National Brand Pricing Strategy. Expertly monitored competitive Brand activity within the chain channel to deliver actionable insights to the Marketing & Sales teams.
* Flawlessly communicated individual Chain Promotional plans to Field Sales team for local market execution.
* Planned, Executed then Secured Targeted Distribution of 100% on the new item launch of The Macallan Rare Cask & 86% Distribution on the launch of The Macallan Double Cask 12 yr. old.
* Secured 4 SKU’s of The Macallan in all Costco SE Clubs (Sherry Oak 12 & 18, Fine Oak 15, & Rare Cask)
* Placed The Macallan 12 yr. old 50mls into Delta Airlines Premium Class cabins and an additional 3 Macallan Sku’s into all US Delta Sky Clubs. Followed up with a First of its Kind In-Flight Experiential Tasting program.

**Constellation Brands Inc.** 2009 - 2013

**Director of Spirits – GA, SC & TN**

Responsible to deliver the Spirits Annual Plan of $25.7M on 383K cases with a $6.67M Brand Contribution. Effectively managed Tactical sales & Promotional budgets, Perfectly executed National Brand Strategy. Consistently conducted Distributor QBR’s as well as Sourced, Hired, Coached, Developed & Managed 4 subordinates.

* Developed SVEDKA Vodka into the #2 Spirits Brand in SC & the #1 Imported Vodka with a 26.6% share.
* Developed SVEDKA Vodka into the #7 Sprits Brand and the #2 Imported Vodka in GA.
* Developed SVEDKA Vodka into the #1 Imported Vodka in TN with a 22.1% share of market.
* Re-energized Paul Masson Brandy in metro Atlanta. Grew business by 13% & into Top 10 GA brand.

**William Grant & Sons Inc.** 1991 - 2009

**Regional Manager Wine & Spirits - GA / SC** 2006 – 2009

After the closing of the companies Wine Division, I became responsible for the entire $7.125M Spirits & Wine Portfolio of 57K cases and $2.4M in Net Brand Contributions in this Top 12 Market.

* Led the US over my last 3 years in the development & growth of the company's Investment Brands: Sailor Jerry +78%, Hendricks Gin +54%, Milagro Tequila's+31% - 3 year (AGR) average growth rate.
* Grew Sailor Jerry On-Premise Distribution in Atlanta,GA. from 1% to 34% in 120 days during the summer of 2008.
* Grew Milagro Tequila sales in Georgia to the 9th largest market in the U.S., more than doubling the business from 1196 cases to 2647 cases in 3 years while growing NSV as well.

**Southeast Division Wine Manager - GA / SC / NC / AL / MS** 2001 - 2006

Charged with the responsibility for the SE Division P & L. Introduced and managed the entire 35+ Wine Brand Portfolio for 5 Southern states including 15 Wholesalers and 1 Broker.

* Ranked as the 2nd leading US Wine manager according to the WGS performance appraisal process.
* Introduced Bennett Family Reserve from CA and within 1 year became the #1 US Market (GA) with a 14.9% share of the US Business versus Georgia's 2.2% SOM.
* Reinvigorated the company's Premium Italian Portfolio. Grew entire business (GA) to a 3.7% SOM vs. 1.5% CDI, ranking 7th in the US versus Georgia's 19th ranking.
* Expanded company owned Tiziano Chianti brand in NC from 23 to 1895 cases within 2 years by making it a Harris -Teeter “Control Brand”. This change grew it into # 4 US market achieving a 4.25% CDI Share vs. NC's 1.5% CDI.
* Introduced Xanadu Australian wines and quickly became the #1 Market (GA) in the United States for the brand.

**Southeast Division Manager - GA / SC / NC / VA / TN / KY/ AL / MS** 1995 - 2001

Responsible for maximizing the overall performance in this 8 state Division. Adroitly delivered on all Key Financials (Revenue, Gross Margin, Market Share & Expenses) while directing all Sales activities and Distributor management for the Division and the US Military (AAFES) which included managing 37 wholesalers and 4 brokers.

* Developed, Managed and Grew Bols Cordial business by securing the Rio Bravo National account Triple Sec business for the US. with an Incremental volume increase of 18,000 cases.
* Grew the entire WGS Scotch Whiskey Portfolio in a competitive Control state environment (VA). 4 brands grew from 12% to 680% in volume. Glenfiddich became the #1 Single Malt & Clan Macgregor the #1 Domestic Scotch.

**Southern Region Manager - FL / GA / SC** 1991 - 1995

Responsible for all facets of Distributor sales management including planning, pricing, forecasting and performance reviews in this 3-state territory, which included 16 wholesalers.

* Grew Clan Macgregor Scotch to the #2 scotch in the state of Florida, thus becoming the largest market in the US.
* Served as the Subject Matter Expert (SME) in a Towers Perrin revitalization of WGS.

**Remy Amerique, Inc.**

**Florida State Manager** 1990 - 1991

Responsible for the entire Premium Wine & Spirits portfolio in the company’s 3rd largest market.

**Irish Distillers (Pernod-Ricard)**

**Vice-President Southern Region** 1988 - 1990

Responsible for building Brand Equity and accelerating Brand Growth in the Irish Whisky category on Jameson & Bushmills Whiskeys for the Southern United States.

* Achieved Double digit Depletion growth which exceeded the 5 year operating plan by 40%.

**Joseph E. Seagram & Sons, Inc.**

**State Manager - Southern California** 1981 –1988

Responsible for the sales and profitability in the #1 Spirits market in the U.S. Managed sales revenue of $55M and a 960K case volume contributing $20.7M in Net Brand Profit. Trained, Mentored and Developed a strong functioning team of 6 managers with a passion for winning.

* Awarded JES "Man of the Year" in 1987 & the "Chivas Regal Bonus Award" a Top 5% designation.

**EDUCATION**

**The University of Florida, Gainesville, Florida**

**B.S.B.A. Marketing, Minor: Advertising**

**Wine & Spirits Education Trust - WSET Level 2 W&S Certified with Distinction**