**RUBEN ALBERTO BASANTES**

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**STRATEGIC SENIOR MARKETING EXECUTIVE**

Translate organizational priorities into actionable marketing plans.

Builds high performance teams to increase revenues and market share. Skilled in clarifying issues and building creative new processes that improve organizational effectiveness. Excellent leadership, problem solving and relationship building skills. Ability to recognize and work through complex multi-functional opportunities. Fully bilingual in English and Spanish.

**Core Competencies**

Strategic Planning | Business Development | New Product Development | Commercial Product Launch | Multi-Channel Trade Marketing | Negotiation Skills | People Management | Supplier Management

**Professional Experience**

**SOUTHERN Glazers WINE & SPIRITS (SGWS)**, Miami, FL **2006 – 2019**

World’s pre-eminent distributor of beverage alcohol. The Company has operations in 44 U.S. states, the District of Columbia, and Canada, and employs over 22,000 team members.

**Senior Marketing Director / Marketing Director**

* Achieved business development through authorized new supplier acquisition proposals (RFPs) bringing in over 3.5M incremental cases to SGWS of Florida – Bacardi, Constellation Brands, Treasury Wine Estates, BR Cohn, Fiji Water, Leblon and Winebow.
* Awarded top supplier program winner for SGWS FL for Beam (Champions Club), Deutsch (Supplier of the Year), Terlato (Club Terlato) and Rioja US Trade Distributor of the Year. The only marketing director to achieve all 4 awards.
* Collaborated with supplier and distributor sales leadership teams to turn the Jim Beam White business from -2% to growth rate of +5% during 4-year period as trade marketing director.
* Integrated over 30 brands (1.2M cases) into SGWS FL post Allied Domecq brand acquisitions by Beam and Pernod Ricard.
* Grew SGWS FL Rioja volume (multiple supplier program) by +7% over 6-year period compared to FL category growth of only +1%.
* Managed trade marketing team of 28 people (pre-Glazer’s). Team developed and managed volume / distribution goals, supplier banks, and general daily operations for major suppliers such as: Beam Brands, Pernod Ricard, Campari, Sidney Frank, Patron, Winebow, Constellation, Leblon, Fiji, Evian, Coppola Wines, Terlato Wines, WJ Deutsch, Trinchero Wines, Tito’s Vodka.

**allied domecq spirits**, Dallas, TX  **2001 – 2006**

Represented US sales and marketing for global brands such as Stoli Vodka, Malibu, Kahlua, Courvoisier, Sauza Tequila, Canadian Club and Beefeater.

**Director, Trade Marketing, Multi-State Division,** Dallas, TX 2004 – 2006

Promoted to manage 7 member marketing team for Allied Domecq’s largest sales division in U.S. with annual sales of $168M. Major media markets included Phoenix, Las Vegas, Denver, New Orleans, St. Louis and Atlanta in 11-state sales region.

* Developed, managed, and evaluated Advertising and Promotion annual budget of $11.6M. Double digit growth in markets on Sauza Tequila, Courvoisier and Stoli.

**RUBEN ALBERTO BASANTES** **rubenabasantes1@gmail.com** **Page 2**

**Trade Marketing Manager**, Florida Division, Boca Raton, FL 2003 – 2004

Post restructure, 5 super-states created. Promoted to manage a 4 person marketing team for entire Allied Domecq portfolio in Florida with annual sales of $83M.

* Awarded Allied Domecq’s merit incentive where top 10% of employees receive 50% greater bonus.
* Led company-wide trade marketing team for innovation launch of Kuya Fusion Rum. Florida was #1 market launch (volume) during 6-month launch.

**Division Marketing Manager**, Southern Division, Boca Raton, FL 2001 – 2003

Stolichnaya, Kahlua, Malibu and Midori brands

* Developed local media plans including radio, print, out of home and on-premise elements in conjunction with brand teams and agencies for 11-state area. Increased brand awareness for Malibu (+3 pts), Stoli (+4 pts) and Sauza Tequila (+11 pts).
* Initiated LGBT on-premise program that increased Stoli volume by over 142%.

**Additional Related Experience**

**PEPSICO (Frito-lay division),** Dallas, TX

**Assistant and Associate Product Manager (Brand Management)**

**General mills,** Atlanta, GA

**Sales Planning / Management Development Program**

**Education / Certification**

**Master of Business Administration (MBA)** – University of North Carolina

**Bachelor of Arts (BA) in Sociology** – University of Virginia

**Wine / Sprits Level 2 – passed with merit** – Wine and Spirits Trust (WSET)

**Sprits Level 2 – passed with merit**, Wine and Spirits Trust (WSET)

Court of Master Sommelier Introductory Level (Level 1)

**Community Involvement**

Volunteer – Kids in Distress and Broward County Boys & Girls Club