

Bringing brands to life at the point-of-decision through strategic creative direction and project leadership. Deliver effective communication and brand experiences to consumer and trade audiences achieved with a balance of consistent story-telling and aesthetics, cross-functional expertise, resourcefulness, intuition and logic. Highly-regarded collaborative partner known for achieving goals, pushing the envelope, and surpassing expectations. Provides leadership and development of individuals and teams within a vertical structure and across functions, enabling others to develop their own expertise and encouraging them to carry that knowledge forward.

CONSTELLATION BRANDS, San Francisco, CA

2011 to 2020

Director, Sales Enablement/ Wine & Spirits Education Content 7/2018 to 7/2020

Scope of work in this role encompassed 20+ brands within the Wine & Spirits portfolio, including Kim Crawford, High West Distillery, Meiomi, Robert Mondavi, Ruffino, SVEDKA Vodka, The Prisoner Wine Company and Woodbridge

Led the development of Learning Management System (LMS)

- Customized interface and UX of ownable Constellation Academy education portal on Docebo, LMS provider framework
- Directed creation of more than 40 brand and industry education modules
 - Coursework delivers brands' stories, strategic imperatives, and data-rich insights for brand portfolio, new-to-world products. and line extensions
 - Created Foundation of Spirits eLearning course focused on Distilled Spirits education including History, Production Processes and separate coursework by spirits type
- Led eLearning agency in development of Articulate 360 Rise and Storyline courses
- Constellation Brands' sales and commercial partners achieved training KPIs:
 - 96% internal engagement
 - Customized learning plans across complex distributor network with >55% engagement
- Worked with dedicated Key Account sales teams to create learning plans for on-premise customers
 - JW Marriott and Gaylord hotel properties
 - Regional restaurant chains
 - Created turn-key program for independent off- and on-premise trade to self-register to access eLearning
- Cross-functional project leadership with IT, HRIS, Corporate Education and Beer division
 - Direct reports included Manager and Associate Manager
 - Managed four creative agencies and other service providers

Improve the efficacy of sales enablement tools and elevate communication material

- Provide strategic creative direction and guidance to Marketing, Sales Strategy and Trade Marketing teams
- Bi-Annual distribution of Brand Strategy and Marketing Activation volume for entire Wine & Spirits portfolio
- Standardized brand portfolio presentation and education webinars
- Led internal team of IT, Data & Analytics to develop interactive Sell Sheet Builder

Creative direction, project leadership and production expertise on high profile initiatives upon request:

- Sales meeting presentations
- Social Media and eCommerce videos
- Branding/Visual Identity and Packaging

Awards/Achievements:

- 2020 Telly – Silver Award for Foundation of Spirits Education Course
- WSET Spirits Level 2 with Distinction – July 2020

Director, Trade Marketing/Activation 6/2015 to 6/2018

Subject matter expert in essential functions, I was “tapped” by CMO to lead this department. Team of 13 consisted of four direct reports and nine indirect reports. Scope of work in this role covered 20+ brands within the W&S portfolio

Led Trade Marketing team in the development of more than 50 annual "best in class" national/regional programs

- Facilitated the achievement of sales goals, enhanced commercial support, and elevated consumer experiences via strategic determination of material, elevated creative direction and production quality

Stringent management of >\$15MM budget kept it consistently balanced

- On-going evaluation of program analytics resulted in YOY optimization of program catalog to maximize spend

Improved the efficacy of workflow and project management tools

- Upgrade processes, launch new systems and contract with new vendors with on-going improvements across ordering and logistics systems. Results included human resource efficiency and budget optimization
- Manage multiple creative agencies and other service providers and all vendors; author creative briefs, negotiate SOW contracts and negotiations through prototypes, proofing and execution

Awards/Achievements:

- Judge for SHOP! Organization OMA Awards 2016, 2107
- Path to Purchase Institute Who's Who Retail Merchandising 2017, 2018

Director, Marketing/Creative Services – Spirits Division 3/2011 to 6/2015

Integral member of the team that contributed to SVEDKA Vodka's rise to #1 Imported Vodka

Planned and managed a >\$2MM budget to support SVEDKA at all points of consumer and trade contact

- Drove the development promotional programs, print and OOH advertising and Special Event/PR collateral
- Oversaw all aspects of creative and physical production, managed creative agency and dozens of production vendors
- Allocation of material across markets, managed logistics and warehousing providers
- Key partner in major SVEDKA packaging renovation and development of limited-edition packaging

Project leadership of product development process to insure alignment of strategy and execution of line extensions and new-to-world products

- Restructure and formalize timelines to streamline production of package development and product development
- Team consisted of Marketing, Operations, multiple agencies and vendors

Awards/Achievements:

Recipient of “Constellation Brands Marketing Order of Excellence” Award, 2015

ANDI CAREY, INC. New York, NY

2008 to 2011

- Creative services/project leadership consultancy
- Corporate clients and Agencies including Pernod Ricard/Absolut, Cubism Branding, Stag and Hare Design

G2 (Grey Global Group) New York, NY

1999 to 2008

Senior Partner, Creative/Production Services 2004 to 2008

Senior Partner, Client Services – The Absolut Spirits Company 2001 to 2004

Account Director, Multiple Accounts 1999 to 2001

BEISLER & PARTNERS, New York, NY

Account Director Seagram Americas/Absolut

SIEBEL/MOHR, House of Seagram, New York, NY

Account Supervisor North American Whiskies portfolio, Rum portfolio, Commodity-priced portfolio

EDUCATION BBA Marketing/Advertising City University of New York/Baruch College