

# STEVEN LIVINGSTON

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## Executive Summary

Analytics & business strategy leader with over nine years progressive experience impacting financial & fast moving consumer packaged goods (CPG) organizations. Brings strong presentation, analytical and problem solving skills. Implemented commercial strategies which improved net sales by more than US \$7 million. Identified opportunities & key trends bringing to market more than 10 new products over the past 4 years. Proven experience working with and influencing senior management.

## Core Qualifications

- Business & Marketing Strategy
- Advanced excel modeling
- Commercial & Financial analysis
- Commercial & Business Acumen
- Mastery of total CPG business knowledge
- Product & Business Development
- Forecasting & Planning
- Aptitude for information systems
- Leadership
- Decision Making

## Professional Experience

- |  |                      |
|--|----------------------|
| Sales Analytics Manager<br>Diageo  | Feb 2015 to Current  |
| <ul style="list-style-type: none"><li>• Provided insightful data mining to drive marketing and business strategies contributing to 5.5% year to date retail value growth</li><li>• Supported daily business operations as the General Manager's chief of staff for division's 8 states with annual revenues exceeding US \$450 million</li><li>• Guided annual business planning process including target setting, trade &amp; marketing planning</li><li>• Established key pricing and execution strategies that delivered 90% growth on key brands</li><li>• Established effective sales goals for all channels which increased retail display, product features and 98% distribution for focus brands</li><li>• Consulted with General Manager, sales leads &amp; directors conducting risk &amp; opportunity review and development of gap closing strategies to deliver annual plan</li><li>• Partner with marketing, finance and sales management to determine the insight/information requirements and formulated an analytic approach and framework ensuring regular access to appropriate information &amp; insights</li><li>• Monthly business reviews with senior leadership providing a comprehensive understanding of consumption drivers based on deep insight. Explained trends with non-technical, simplified interpretation and integration of insights</li></ul> |                      |
| Business Development Manager<br>GraceKennedy Money Services Ltd  | Jan 2014 to Feb 2015 |
| <ul style="list-style-type: none"><li>• Identify and pursue areas of opportunities for business growth</li><li>• lead cross functional teams delivering new products across 10 countries of operation with over US \$200 Million revenue annually</li><li>• Implemented regional enterprise system upgrade and processes improvement which minimized fraud, processing and balancing time by more than 40%</li><li>• Delivered public speaking presentations at events of all sizes</li><li>• Developed proposals and conducted presentations to close opportunities with prospective partners</li></ul>   |                      |
| Trade Intelligence Manager<br>Diageo - Red Stripe  | Aug 2013 to Dec 2013 |
| <ul style="list-style-type: none"><li>• Managed team of 3 commercial analysts delivering business reporting, commercial insights and operation planning contributing to 21% net profit improvement for financial year</li><li>• Managed relationships with vendor partners to maintain quality, relevance and timely delivery of reports and analysis</li><li>• Performed quantitative and qualitative analysis to measure the effectiveness of field programs and marketing activities</li><li>• Consulted as member of sales leadership team (comprised of senior managers and executives) on business planning, sales, operational and marketing strategies</li></ul>   |                      |
| Decision Support Analyst   | Aug 2011 to Aug 2013 |

## Diageo

- Produced adept commercial & financial analysis supporting executive decision making, business strategy development and investment optimization
- Recommended and implemented pricing strategies yielding net sales improvement of US \$7 million in financial year
- Developed business cases & assessments for capital projects including brewery, airport lounge and restaurant investments
- Consulted on cross-functional innovation team launching 8 new products in 2 years
- Consulted with brand marketing teams to incorporate analytics and business intelligence in strategic planning, development of tactical solutions, campaign/promotion planning and category management.
- Designed and implemented sales team incentive structure impacting performance by 30% in financial year
- Develop framework for evaluating return on investment for advertising and consumer promotions
- Analyzed specific investments for each brand and across marketing channels via consumer focus to understand returns and inform future spending plans
- Lead process for developing decision making frameworks for category and brand advertising and consumer investments to gain approval of senior management
- Negotiated pricing and product distribution contracts with country's largest hotel chains

Owner

Jan 2010 to Jul 2011

Vertex Distributors Ltd

- Spearheaded distribution operation representing UK's leading brand Ring Automotive supplying retailers and service stations across Jamaica
- Managed supply chain including sourcing, importation and logistics
- Developed marketing activities driving sales including point of sale, retail displays, social media and digital

Fixed Income Trader

Aug 2008 to Aug 2010

Jamaica Money Market Brokers Ltd

- Created income for the firm through active money market & bond trading contributing to financial year US \$19 million net income generated on US\$ 1 billion in assets
- Ensured adequate availability of cash at all times meeting daily obligations including client withdrawals & institutional payments utilizing risk, forecasting and cash management techniques
- Produced publications containing investment opportunities for the branch network, portfolio managers and the firm's 200,000 clients

Client Care Officer Equities Specialist

Sep 2006 to Aug 2008

Jamaica Money Market Brokers Ltd

Teller

Sep 2006 to Oct 2006

Jamaica Money Market Brokers Ltd

Intern

Aug 2006 to Oct 2006

Jamaica Money Market Brokers Ltd

## Education

MBA, Entrepreneurship 2013  
University of Technology — Kingston, Jamaica  
Entrepreneurship

Bachelor of Science, Business Administration 2007  
Nova South Eastern University — Florida, USA  
Business Administration

## Accomplishments

- Most Valuable Team Player: Jamaica Money Market Brokers Ltd., 2008
- Breakthrough Performance in Brand Value Creation: Diageo, 2013
- Business Innovation: Diageo, 2013.

## Affiliations

Rotary Club of Chicago, Chicago Chamber of Commerce

## Skills

Sales Software: SAP

Analytics Software (Advanced Knowledge): COGNOS, IRI, Neilson, Micro Strategy, Salesforce

Microsoft Office (Advanced Knowledge): Access, Excel, Word, Visio, Project