
MASON THIBODEAU

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SUMMARY

Top-performing business development professional with 20+ years of experience in the beverage and event industry growing relationships and strengthening market share for top international and lifestyle brands. Mastery of operations, sales and marketing with dedication and passion for service excellence, company culture and achievement of shared company vision and goals.

SKILLS

- Business Development Strategy
- Forecasting, Budgeting and Growth planning
- Market Trend Assessment
- Deep Network of Industry Relationships
- Strategic Partnership Integration
- Live Event Management
- Coaching, Motivating and Team Building
- Contract Negotiation

EXPERIENCE

Key Account Executive, Resort Spirits, 10/2020 to Current

Southern Glazer's Wine & Spirits – Las Vegas, NV

- Developed and Implemented sales strategies & marketing plans for Supplier Partners with in On-Premise Key Accounts that resulted in a 11.6% increase in revenue and market share
- Direct the analysis of market share, consumer trends and competitive practices by Key Account with in the Resorts Division by working closely with the Area Directors & Sales Consultants that role up to me
- Oversee Area Directors and Sales Consultants with in my Key Account Territory
- Wynn/Encore Pool Menu share business increased from 51% to 86% 2019 to 2020 Pool Seasons
- Overall Pool menu share of business went from 72% to 81% at Key Accounts (EBC, Wet, Liquid, Wynn/Encore)
- Forecasting & Executing with major supplier partners with in Key Accounts to execute against current RFP Plans (gained 14.8% market share, visibility & execution with brand collaboration)
- Developed stronger relationships from VP & Executive levels to Property levels

Territory Manager, Resort Spirits, 09/2015 to 09/2020

Southern Glazer's Wine & Spirits – Las Vegas, NV

- Increased progressive annual spirits volume for 2 consecutive years to achieve business goals and revenue.
- Managed growth and performance for several of the highest volume accounts in Las Vegas, including Hakkasan Group and Wynn Resorts.
- Drove +18.2% volume growth against the Supplier Partner Goals with Hakkasan Group.
- Outperformed all of the spirit categories within assigned territory, most notably increasing growth +26.5% in the ultra-competitive vodka category.
- In the key focus area of distribution, increased vodka +28.1%, tequila +24.2% and scotch/whiskey/bourbon +14.6%.
- Consistently exceeded annual performance goals and targets by driving consumer engagement and maximizing sales opportunities.
- Identified opportunities, threats and challenges to accurately forecast the company revenue.
- Effectively led on-premise sales and aligned tactics, resources and approach for all initiatives.

On-Premise Specialist Manager, 07/2008 to 09/2015

Red Bull – Las Vegas, NV

- Increased annual volume by 6.5% in 2009, 2010, 2011, 2013 & 2014.
- Managed growth and performance of the highest volume accounts in the Las Vegas market including Hakkasan Group, MGM Resorts International, Venetian/Palazzo, Cosmopolitan, Tao Group and Station Casinos.
- Optimized partnership agreement program and improved annual marketing spend by 15% in 2012, 2013 and 2014.
- Generated +32% increase onsite, +34% increase offsite for 2015 EDC Festival.
- Consistently exceeded yearly performance goals and targets by driving consumer engagement and maximizing sales opportunities.
- Elevated Red Bull's market position by dedicated sales approach, category expertise and strategic management of the company's highest volume account territories.
- Negotiated all terms of partnership agreements to provide engaging brand experiences to consumers and ensure maximized execution of deliverables and results.
- Effectively led on-premise sales and aligned tactics, resources and approach for special events.
- Identified opportunities, threats and challenges to accurately forecast the company budget.
- Delivered first-class sales execution and dominated share of market in both on-premise and off-premise channels.
- Supported integration of global live events including, Red Bull Thre3Style and Red Bull Air Race.
- Partnered with Red Bull Media House Productions, Red Bull Records and Red Bull Gaming in successful management and execution of events and activations.
- Maximized market growth potential for large-scale festivals and brand partnership initiatives including, EDC Las Vegas and Rock in Rio USA.

General Manager, 08/2006 to 06/2008

The Opium Group – Las Vegas, NV

- Generated an average of 9.8% annual volume increase in 2006 and 2007.
- Conceptualized added value programs for consumer experiences that increased profitability by an average of 7% annually.
- Cultivated and developed successful vendor relationships and maintained a high-level of collaboration to achieve business goals.
- Created and implemented an independent beverage program to drive consumer engagement, improve brand perception and maximize sales opportunities.
- Managed internal and external communication to ensure alignment on tactics, resources and approach.

General Manager, 07/2000 to 07/2006

Gerber Group – Las Vegas, NV

- Mentored and coached a 91-person department consisting of 4 Operations Managers and 87 employees, and achieved the highest results in "Core Gerber Group Properties" in Las Vegas.
- Consistently generated 12.4% average annual increase in volume and revenue throughout 6 years with the company 2000, 2001, 2002, 2003, 2004 and 2006.
- Administered effective planning for Gerber Group Corporate Beverage Program compliance.
- Directed implementation and usage of Funds & Education sponsorship.

EDUCATION

Bachelor of Science: Communications, Public Relations & Marketing

University of Wisconsin - Milwaukee, WI

AWARDS & HONORS

- Top Talent of the Quarter, Southern Glazer's Wine & Spirits (Q1 2019)
- Salesperson of the Month, Southern Glazer's Wine & Spirits (August 2017)
- Nominee: "Diageo Salesman of the Year" honoring the highest-performer in the US, Southern Glazer's Wine & Spirits (2016-2017, State of NV)
- Recipient: "The Wings Award" honoring the top-performing on-premise manager, Red Bull North America (2014)
- Nominee: "The Wings Award" honoring the top-performing on-premise manager, Red Bull North America (2009, 2010, 2011, 2012 and 2013)
- Recipient: "Curate My Club National Award" honoring the highest-performer in the US, Red Bull North America (2009 and 2011)

CERTIFICATIONS

- Level 2 Award in Spirits: WSET
- Advanced Negotiating Level II: Red Bull North America
- Cicerone Certified