

# TYLER W. GOFF

16 Winship Dr.

Wakefield, MA 01880

(781) 521.0171

Sales and Marketing leader with a background in developing companies experiencing rapid growth.

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## SKILLS

- + Ability to influence and negotiate in a complex organization
- + Strong collaboration and interpersonal skills
- + Works with integrity
- + Astute at managing across a large enterprise

## EXPERIENCE

### Glynn Hospitality Group, Inc. August 2019 - March 2020

#### Lead Marketing Consultant

Strategic Advisor for a **\$30,000,000.00** hospitality group

- Strategic Initiatives
  - Digital
  - Advertising
  - Communications
  - Creative
- Responsibilities:
  - Prepare and manage monthly, quarterly and annual budgets
  - Set, monitor and report on team goals
  - Ensure brand message is consistent across all channels
  - Events
  - Email Campaigns
  - Websites
  - Promotional Materials
  - Monitor competition
  - Coordinate Marketing efforts to boost brand awareness
  - Participate in the quarterly and annual planning of company objectives

### Tilt Holdings, Inc. February 2017 - July 2019 (Start Up)

#### Head of Marketing and Sales

Hired and led teams in 3 divisions of the company. **Annual Revenue \$22,000,000.00+**

Direct reports included Retail Director, Digital Marketing Director, PR/Promotions Director, Events Manager and Distribution Manager

- Wholesale
  - First year 12 month rolling pace **\$18,000,000.00+**
  - Built sales from \$0 - \$1.5m per month
  - Built Sales Organization
  - Established Customer Base
  - Distribution
  - Inventory
- Retail
  - First year 12 month rolling pace **\$4,000,000.00+**
  - Responsible for Retail Operations

- POS (Leaf Logix), Hiring, Training, SOP, Operations (flow, design,), Regulatory, Displays, Branding, Associations, lobbyists, IR
- Marketing
  - Responsible for Marketing Operations
  - Regulatory Guidelines, Inbound, Content, Social, SEO, Promotions, Events, Media Relations, Celebrity, Hubspot, Digital Community Listings (Leafly, Weedmaps, Google) Baker CRM, Text messaging, Email Newsletter, Outbound Media

## Deacon Giles Distillery, October 2015 - January 2017 (Start Up)

### Director of Sales

- Developed sales strategy with an emphasis on maintaining a 50/50 ratio of on premise and off premise accounts
  - Directed all off premise sampling initiatives and on premise promotion activities
  - Developed marketing strategy utilizing strategic messaging, brand continuity, PR and social media channels – successful in consumer engagement thru specific messaging and events. New menu capture, Damn Righteous Music, Tasting and Tour Room
  - Negotiated all aspects of distributor contracts including margin, distribution goals, sampling, menu development and execution standards
  - Managed distribution network – Responsible for all execution, KPI's, On and Off initiatives and training
  - Designed and formulated all POS materials including customized menus, table tents, shelf talkers, case cards, window posters, sell sheets and recipe cards for tastings

## Red Bull North America, Inc. July 2003 - June 2015

### National Account Manager

- Responsible for the sales and marketing of Red Bull Energy Drink for National Accounts in the East. **Annual Revenue \$7,000,000.00+**
  - Achieved <10% growth in both case depletions and chain distribution all 8 years with 0% budget variance.
  - Influenced top tier management at Marriott, Starwood and Hilton to remove the energy drink category from their exclusivity contracts with Coca Cola and Pepsico. This led to the signing of Marriott, Starwood and Hilton to first ever Red Bull partnership contracts
  - Coached and developed sales managers and distributor personnel to make sales calls on national chains and franchises.
  - Shifted the Red Bull hotel strategy to be more partner centric and created and executed hotel training for the Red Bull sales force and distributor partners.
  - Strategic Accounts include: Marriott International, Starwood Hotels and Resorts, Hilton Worldwide, Interstate Hotels and Resorts, GF Management, Loews Hotels, The Four Seasons

### Field Sales Manager

- Coordinated meetings with distributor partners to implement Red Bull business strategies and initiatives, including Monthly Planning Reviews, Quarterly Business Reviews and Business Plan Initiatives. **Annual Revenue \$8,000,000.00+**
  - Developed communication process to ensure proper alignment
  - Implemented management controls systems to track and benchmark distributor partners against key initiatives and goals
  - Ensured distributor partners fully understood and executed Red Bull standards consistent with Headquarter Sales Group guidelines and brand standards
  - Established set communication schedule to ensure execution of upcoming and ongoing Key Account Programs – Promotions, Pricing, Shelf Resets, Displays
  - Established Sales/Key Performance Indicator targets for distributor partners direct and indirect sales reps. Ensured brand focus/ share of mind, Coaching/ Course Correct
  - Trained the distributor partners direct and indirect sales reps on selling skills, profit strategies for shelf sets, overcoming challenges and understanding the different buying personalities of decision makers.

### On Premise Manager

- Developed communication schedule with on premise divisions of Northeast distributor partners to explain and implement Red Bull business strategies and initiatives
  - Continually communicated with the principles of the Northeast distributors to assess progress against key initiatives and general job skill development of distributor partner workforce
  - Secured agreement on necessary growth initiatives and implemented monthly scorecard to review progress
  - Worked across other business units to benchmark performance and best practices
  - Provided a leadership role to the local cross functional teams within the region to ensure clear communication and development of goals.
  - Signed major groups to multi-year contracts in anticipation of AB distributing Monster in January 2007 including Friday's, New England Patriots and 4 major restaurant groups with 30 accounts