**Charley Mays 12109 Peace River Drive, Frisco, TX 75035 | 214-886-0074 | charley\_mays@att.net
LinkedIn**: [www.linkedin.com/in/charley-mays](http://www.linkedin.com/in/charley-mays)

Highly skilled in CPG Commercialization with years of progressive leadership success and a history of results-oriented strategic business planning, innovative problem solving and breakthrough execution for many of America's beloved brands such as Dr Pepper, Snapple, Mott’s, Corona Extra and Shiner Bock.

|  |  |
| --- | --- |
| * Coaching large Marketing and Sales Teams
* Brand Management, B2C and B2B Marketing
* Cultivating and Inspiring High Performing Teams
* Strategic Marketing and Sales Business Planning
* Data Analytics, Syndicated and Custom Research
* Consumer and Customer Insights
* Consumer and Business Engagement Programs
* Media Planning – Digital, Social, Broadcast-Traditional
* Creative Development and Advertising Production
* Agency and Vendor Management
 | * Joint Business Planning / VOC
* Six Sigma / Kaizen Facilitation
* Persuasive Selling and Advanced Negotiation
* Navigating Complex Routes to Market
* Development of Sales Empowerment Tools
* Preparing and Delivering Executive Presentations
* Sustainability and Public Relations
* Process Enhancement and Change Management
* P&L and Budget Management
* New Product Development and Commercialization
 |

**Keurig Dr Pepper | Plano, TX 2004 – July 2020**

*Keurig Dr Pepper (NYSE: KDP) is a leading coffee and beverage company in North America, with annual revenue in excess of $11 billion. Leading brands include Original Donut Shop, Dr Pepper, Canada Dry, 7UP, Snapple and Mott’s.*

**Marketing Director, Commercial, Non-Commercial Foodservice & Vending, 2014 – July 2020**

Responsible for the stewardship and development of the Foodservice/Away from Home team, primary marketing advisor to the banner SVP/GM, member of the business unit’s Senior Leadership Team and guiding force in the creation and deployment of strategic business plans across all Immediate Consumption Trade Channels.

* We enable Franchise Bottler and National Account partners to grow traffic, profits and share by using proprietary strategies that leverage insights focused on the consumer journey. We collaborate cross-functionally to build breakthrough initiatives that have resulted in 15+ years of consecutive growth.
* Inspiring a team of 12 to create and deploy advanced techniques for converting brand lovers into brand buyers. By functionally streamlining the process, we’ve increased speed to market and recaptured over
two million dollars in non-working capital over the past five years.
* Structured our department to better align with both Franchise Bottler and National Account sales’ needs resulting in a balanced workload and more effective close-rate for our largest customers. Additionally, provided a defined career path for training and developing high performing talent.
* Big Picture thinker with the advanced industry knowledge required to communicate complex concepts in simple terms that resonate and are relevant to unique audiences.

**Customer Marketing Executive, 2009 - 2014**

Accountable for the strategic development and execution of all national marketing initiatives for Dr Pepper brands at our company’s largest foodservice account, McDonald’s USA. Directly engage senior McDonald’s marketing management (CMO, SVP, VPs, Directors) to influence co-promotion, advertising and consumer engagement for national and regional activation. Additionally managed the professional development of one direct report.

* Negotiated and executed Dr Pepper’s first national co-promotion in 2010 which delivered over 1,440 national GRPs of television advertising (valued at $6.2MM) and resulted in a 6% lift in sales of Dr Pepper.
* Initiated an aggressive local sales/marketing compliment (advertising, merchandising, consumer engagement) to the national plan that increased drinks conversion for Dr Pepper resulting in an +18% growth in soft-drink share.

**Shopper Marketing Manager, 2004 - 2009**

Responsible for deriving customer insights, aligning corporate objectives with account needs and empowering the national accounts sales team with the functional selling tools needed to create valued retailer relationships and close distribution gaps. Additionally managed the professional development of one direct report.

* Lead the design and facilitation of the Path to Purchase and Moment of Truth models for guiding the integration of consumer and customer insights into Shopper specific trip triggers and conversion tools.

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**The Gambrinus Company | San Antonio, TX 1995-2003**

*The Gambrinus Company is the privately held craft brewer of Shiner Beers and Pete’s Wicked Brews. Additionally the former importer and North American marketer of Groupo Modelo (Corona) products and Moosehead Lager.*

**Brand Manager – Moosehead Lager, 2003**

Managed all aspects of Moosehead’s U.S.A. business/marketing planning and execution as the leader of a three-person team that included an Assistant Brand Manager and an Administrative Assistant. Also served as Gambrinus’ liaison to the Moosehead Brewery, Ltd., Saint John, Canada.

* + Leveraged consumer insights to substantiate Moosehead’s relevance within the Premium Import category and improved its shelf presence by creating new product packaging that reflects Moosehead’s positioning.
	+ Executed four lifestyle retail promotions that grew sales +15% in July ’03 and YE shipments +4%.
	+ Directed the development of a comprehensive distribution drive for 2/12/12 LNNR that yielded 2,600 new points of distribution and 45,000+ incremental cases (+2.5%).
	+ Recruited by Cadbury Schweppes Americas Beverages (Dr Pepper Snapple Group/Keurig Dr Pepper).

**Associate Brand Manager – Pete’s Wicked Brews, 2001 - 2002**

Managed Business Planning, Sales Promotions, Sponsorships, P.O.S. development, Media Planning, Field Selling tools, Public Relations and Consumer Relations.

* + Lead a taskforce of 15 persons that developed and UNLEASHed wicked new packaging, products and programs for the major U.S. re-launch of the Pete’s Wicked brand.
	+ Stabilized sales volume declines, achieved +8% growth in the first month of the re-launch
	+ Promoted to Moosehead Brand Manager.

**Assistant Brand Manager – Shiner Beers, 1998 - 2000**

Responsible for Sales Promotions, Sponsorships, P.O.S. development, Electronic media production, Field Selling tools and budgets. Managed all product innovation and new packaging deployment.

* + Increased Shiner sales by +25% over 3 years growing brand from 2.8MM to over 3.5MM in 2000.
	+ Directed a task force of 15 persons in the activation of Bocktoberfest, Shiner’s annual PR event/concert at the Spoetzl Brewery. Over 20,000 persons attend each year.
	+ Created the Shiner B.A.S.H. (Bicycle Austin San Antonio Houston) cycling event that converged on the Spoetzl Brewery in Shiner Texas. Proceeds supported the American Lung Association.
	+ Promoted to Pete’s Brewing Company to direct product re-launch.

**District Sales Manager - Austin/Central Texas, 1997**

Responsible for managing Gambrinus’ central Texas distributor network performance and focus against Corona Extra, Shiner Beers and Moosehead brands. Directed all regional account activity, media plans and local advertising buys.

* + Successfully integrated national marketing programs to enhance local merchandising and improve sales
	+ Achieved +18% growth in my district.
	+ Promoted and relocated to Headquarters as Assistant Brand Manager – Shiner Beers.

**Retail Specialist – Maryland, Washington D.C., Northern Virginia, 1995-1996**

Responsible for maintaining supplier relationship with local distributors, distributor education, National Account calls, sales incentives and distribution drives, display booking/building, merchandising and promotion. Negotiated all local media buys and value-add activation by our advertising partners.

**American Potomac Distributing | Washington, D.C.**  **1991 - 1994**

*American Potomac Distributing company was a privately held adult beverage distributor serving the metro Washington D.C. and southern Maryland region. They specialized in imported beers, malt liquor and Coors products.*

**Field Sales Manager**

Responsible for on and off-premise account calls – inventory, new product/package placement, pricing and promotion.

* Bachelor of Science: Marketing, Towson University, Towson, MD
* Bachelor of Science: Communications, Towson University, Towson, MD
* Patent: Collapsible Container and Method of Using Collapsible Containers US: 8,543,478 B2