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## JESSE HOLDER

Tacoma, WA 98405

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### Senior Manager – Retail Marketer, Product Manager, and Product Development

#### *Strategic Business Development – Entrepreneurial – Product Management*

Detail oriented, customer experience focused Senior Manager offers 8+ years' of industry experience driving product development and retail marketing in the Food and Beverage industry. Applies metrics and industry acumen to optimize operations and strengthen networks before creating strategic marketing plans integrating internal and external stakeholder priorities. Influences growth by building relationships and designing partner-centric solutions informed by business analytics.

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### KEY COMPETENCIES & SKILLS

PRODUCT MANAGEMENT • CONSUMER INSIGHTS • STRATEGIC MARKETING • TREND ANALYSIS • FINANCIAL ANALYSIS AND PLANNING • BRAND EQUITY • BRAND MANAGEMENT • INNOVATION STRATEGY • PRODUCT DEVELOPMENT • CROSS-FUNCTIONAL STRATEGIZING • MARKETING PLANS • CREATIVE • PASSION • BUSINESS MANAGEMENT • MARKETING BRAND • IDENTIFY TRENDS

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### PROFESSIONAL EXPERIENCE

#### **CHEHALIS TRIBE ENTERPRISES, GRAND MOUNDS, WA**

**08/18 – 01/20**

**BREWERY GENERAL MANAGER:** Launched beer brand and 2 breweries. Created nationwide Tribal Beverage Network in partnership with key stakeholders. Lobbied state and federal government for key legal changes.

**KEY COMPETENCIES:** ACCOUNTING, PROJECT PLANNING, CONTRACT AND VENDOR MANAGEMENT, BRAND MARKETING, RESOURCEFULNESS  
**Expanded business to largest US tribal-owned brewery by creating and directing \$7M Operations program**

- Directed budget based on market demands, projected capacity, program timeline, and Chehalis Tribe needs
- Advocated for Chehalis Tribe in liaising with staff, vendors, and marketing contractors
- Adopted program as Best Practices for brand marketing, product development process, and inventory planning

**KEY COMPETENCIES:** CRITICAL THINKING SKILLS, LOBBYING, NEGOTIATION, COLLABORATION, DETAIL ORIENTED, INFLUENCING, EFFICIENCY  
**Reduced annual expenses \$1M-1.5M by lobbying state government for dual-use amendments**

- Identified opportunities in Washington State law for major expense reduction within self-governing jurisdiction
- Collaborated with Tribal General Counsel and Tribal Leadership to craft Memorandum of Understanding
- Negotiated MOU approval from state and Liquor Control Board, enabling Tribal Government to enact into law

**KEY COMPETENCIES:** LEADERSHIP, MARKETING INSIGHTS, PRODUCT DESIGN, RELATIONSHIP MANAGEMENT, PRODUCT DEVELOPMENT  
**Accelerated sustainable business development through \$25M facility expansion and product management**

- Using syndicated data analysis Identified trends in beverage industry important to consumers to commercialize portfolio of merchandise and brand offerings
- Applied beverage industry acumen to develop integrated marketing plans for launch of both breweries in conjunction with distillery and planned multiple taproom roll out
- Guided design and marketing contractors in brand strategy covering name, tagline, graphics and packaging

#### **HARMON BREWING COMPANY, TACOMA, WA**

**12/12 – 04/18**

**DIRECTOR OF OPERATIONS, SALES, AND MARKETING:** Oversaw distributor and inventory management, product research and development, and international market expansion.

**KEY COMPETENCIES:** ANALYTICAL THINKING, TECHNICAL EXPERTISE, RISK MANAGEMENT, INNOVATIVE, INFLUENCING, COLLABORATIVE  
**Shrunk time budget for tax and inventory management 90% via new tracking system and brewer training program**

- Merged independent analog tax, sales, and inventory management documentation into comprehensive system
- Trained brewers in new daily records management system and monitored to ensure accuracy
- Reviewed records weekly for production management and tax compliance

**KEY COMPETENCIES:** BUSINESS DEVELOPMENT, STRATEGIC GROWTH, ACCOUNT MANAGEMENT, INITIATIVE, LEADERSHIP

***Grew sales \$850K by leveraging partnerships to expand market into 3 states and 2 Canadian provinces***

- Leveraged network of 9 distributors and importers to expand chain activation into Idaho, Alaska, BC, and Alberta
- Negotiated FOB and Consumer Pricing with distributor reflecting overhead, marketing budget, competitor pricing
- Spearheaded sales push with regular territory visits and calls throughout 2,000-account international network

**KEY COMPETENCIES:** TRAINING, RELATIONSHIP MANAGEMENT, RETAIL ACUMEN, SALES FORECASTING, CROSS-FUNCTIONAL LEADERSHIP

***Widened profit margin 48% by streamlining operations and optimizing sales at highest margin location***

- Built marketing plan splitting on-premise outside sales and off-premise grocery sales 90/10
- Wrote training manual streamlining sales systems and coordinated training seminars for 150+ staff
- Maximized revenue capacity by regulating order fulfillment, equipment maintenance and repair, and vendors

**SINO INFRASTRUCTURE PARTNERS, SHANGHAI, CHINA**

**11/11 – 12/12**

**BUSINESS DEVELOPMENT MANAGER, SPECIAL PROJECTS:** Negotiated contracts for 10 and coordinated construction of 11 restaurants and 2 processing facilities across 4 Chinese provinces.

**KEY COMPETENCIES:** STRATEGIC DIRECTION, MARKET ANALYSIS, CONTRACT NEGOTIATION, RFP WRITING, RELATIONSHIP MANAGEMENT

***Secured \$2.5M in Design and Project Management fees via strategic network expansion***

- Leveraged demand within business networks to create food and beverage industry construction division
- Customized presentations for each prospective client. Negotiated and wrote final contract for client approval
- Regularly communicated to ensure client satisfaction through to project completion

**KEY COMPETENCIES:** MARKETING, DESIGN, BUSINESS DEVELOPMENT, MARKET RESEARCH, CULTURAL AWARENESS

***Amplified marketability by timing visual identity refresh with Business Development team launch***

- Identified outdated sales materials and updated to modern, visually appealing graphics in slide deck
- Collaborated with Marketing team to integrate brand refresh into customer-facing promotional material
- Expanded use from Business Development team to company-wide sales

**KEY COMPETENCIES:** BUSINESS DEVELOPMENT, MARKETING, DESIGN, OPERATIONS, PLANNING, PRODUCT KNOWLEDGE

***Achievement initiating and managing key relationships in food and beverage statement***

- Created and enacted plan to rapidly gain proficiency in food and beverage industry
- Cold-called leads, wrote contracts and RFPs, and allocated resources for all food and beverage clients
- Restructured and maintained client database

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**OTHER RELEVANT EXPERIENCE**

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<b>HARMON BREWING COMPANY, TACOMA, WA</b>	<b>EAST ASIA REPRESENTATIVE</b>	<b>05/11-11/11</b>
<b>SOUND AND SHORE PROPERTIES, TACOMA, WA</b>	<b>REAL ESTATE AGENT</b>	<b>05/05-08/09</b>
<b>JON GRAVES ARCHITECTS AND PLANNERS, TACOMA, WA</b>	<b>PROJECT ENGINEER AND LAND USE SPECIALIST</b>	<b>05/08-03/09</b>

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**EDUCATION**

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UNIVERSITY OF WASHINGTON, TACOMA, WA  
**BACHELOR OF ARTS - URBAN PLANNING**  
TACOMA COMMUNITY COLLEGE, TACOMA, WA  
**ASSOCIATE OF ARTS - HISTORY**