

Abbott D. Wolfe

Specialist in Maximizing Growth and Profits ♦ Expert in Creating and Building Dynamic Teams ♦ Global Leader

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Career Summary

I am a Senior Executive/C-Class Leader with a proven track record of delivering revenue, profits and volume gains in highly competitive global markets. I have achieved results in turn around and start-up environments. My style is motivational and lead by example with consensus building, negotiating and organizational skills. Achievements in top line revenue growth, volume gains, gross profit and EBITDA improvements were due to my strong sales leadership and planning, effective marketing and brand management, new product development, improvements in SGA and OPEX, expense management, optimizing the supply chain and improvement in forecast accuracy.

Areas of Expertise / Skills

P&L Management	Strategic Planning	Sales Leadership	Marketing
Operations	Recruiting & Hiring	Team Building	Training & Mentoring
Budgeting	Business Development	Business Process	Business Administration
Change Management	Tactical Marketing	Change Catalyst	New Product Launches

Professional Experiences

COPPER CANE WINES AND PROVISIONS, St Helena, CA

January 2017 - present

Vice President of Commercial Growth (wine and spirits)

Hired to transform a 160,000-case wine business to a multi-million case wine and spirits enterprise with responsibility for global sales, all marketing, communication, PR, social/digital, hospitality and DTC

Key Accomplishments and Responsibilities:

- Created 1st 5-year plan for Copper Cane outlining the sales & marketing goals, investment spending and distributor expectations and have over-delivered the 1st 2 years of the plan.
- More than doubled top line revenue to over \$100million in 2 years by driving organic growth, improved product mix and price increases.
- Transformed Copper Cane into the fastest growing wine company in 2017 and 2018 as reported by ACNielsen.
- Designed and implemented a new route-to-market strategy, sales tools, management planning and tracking and 1st ever brand strategies and marketing plans.
- Created the 1st "Connected Bottle" utilizing NFC technology.
- Implemented 1st Sales Forecasting/Demand Planning process that reduced OOS, minimized excess finished and dry goods inventory. Initial results eliminated short term OOS and identified alternative uses/outlets for excess inventory.
- Created and implemented controls, systems and new processes for sales management/performance tracking, expense management, AMP chargebacks and insight tools that identified opportunities for growth and minimized margin leakage that grew revenue by over \$25M in 1st year and reduced obsolete inventory by 90%.

PRESTIGE BEVERAGE GROUP, St. Louis, MN

October 2015 – December 2016

Executive Vice President – Business Development (spirits, beer and wine)

Recruited by the CEO and President to create the plan to double Prestige's revenues within 5 years with direct responsibility for Sales, National Accounts, Global Marketing/Brand Management and Creative, Sales Administration and Planning, Supplier Relations, Contract Production and Forecasting and Social Media/PR/Comm with a primary focus on Spirits and Beer.

Key Accomplishments and Responsibilities:

- Created and implemented a restructure of the entire PBG organization.
- Created 1st out-of-home marketing program for a brand that increased volume 15% over trend.
- Implemented 1st national marketing campaigns on 5 brands.
- Created the New Product Development system and successfully launched 1st new product (a flavored malt beverage).
- Successfully negotiated new spirits supply agreement with overseas supplier (saving upwards of \$100K/year).

Professional Experiences

continued

- Designed and implemented a new forecasting process that reduced raw materials inventory by almost 50% and finished goods inventory by 15%.
- Devised the dashboards, data hierarchy and reporting tools for a new Business Intelligence system.

WX Brands (Novato, CA)

October 2012 - October 2015

Senior Vice President / Global Sales (beer/wine/spirits)

Hired by the CEO and COO to transform the global sales organization from a transactional vendor to a solution-based partner. A member of the Corporate Executive team with global sales, commercial analytics and category management/business intelligence and distributor and broker management teams all reporting to me.

Key Accomplishments and Responsibilities:

- Created, implemented and led restructure of the commercial team.
- Reduced SGA expenses by 10% while improving market coverage.
- Developed a route-to-market strategy that improved organic volume by 2% and overall growth by 10% and reduced distribution network by 50 distributors or 15%.
- Successfully integrated 2 acquisitions.
- Reduced product launch lead times and improved sales execution by over 50% by implementing a new Sales Process.
- Reduced inventory by 8% thereby improving working capital and reducing out of stocks by over 20%.
- Devised the dashboards, data hierarchy and reporting tools for a new Sales Process Planning and Reporting System.
- Won "Wine & Beer Supplier of the Year" at Whole Foods for 2013

OWENS ILLINOIS (Perrysburg, OH)

May 2010 - June 2012

Vice President / Sales and Marketing (North America)

Recruited to make the necessary changes to the commercial organization to facilitate growth and develop new opportunities for selling/marketing glass leading the North American Marketing, Sales, Innovation, Customer Service, Sales Administration, Demand Planning and Pricing Teams.

Key Accomplishments and Responsibilities:

- Member of the North American Executive Leadership Team.
- Leader of the Global Beer Marketing Team and Member of the Global Marketing and Commercial Leadership Team.
- Regional Process Owner for the Global SAP implementation.
- Delivered the largest operating profit results for North America in last 10 years.
- Delivered organic growth for the 1st time in over 5 years.
- Increased prices greater than inflation while delivering organic growth while adding over \$300million of new business.
- Negotiated O-I's 1st supply agreement with the largest wine company in the world.
- Successfully re-negotiated global supply agreements with the 2 global beer companies and the largest spirit company.
- Led the development of the 1st Global Advertising campaign - "Glass is Life" which won B2B Magazine's Best Integrated Campaign in 2011.
- Created multiple collaborative co-advertising campaigns with various customers around packaging innovation and sustainability.
- Developed value added services to customers that resulted in increased customer retention, improved partnerships and new/increased business.

PABST BREWING COMPANY (Woodridge, IL)

May 2006 - May 2010

Steering Group / Leader

May 2009 - Sept 2009

Chief Sales Officer

May 2006 - May 2010

I was part of a newly created executive team tasked with transforming a declining business into growth to facilitate increased shareholder value and ultimate divestiture.

Key Accomplishments and Responsibilities:

- Restructured sales organization creating a formal sales process, controls, performance measures and evaluations and training initiatives. Hired over 80 new sales professionals growing the organization from 85 to 150.
- Delivered best volume results in 1st year over the prior 15 years.

Professional Experiences

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- Gained over 26,000 new points of distribution by developing a Strategic Accounts Team targeting convenience, grocery, military and drug chains.
- Increased net profit by \$30million - which turned company's profit to a net gain vs. prior year loss by managing and taking price, COGS improvement, improved resource allocations and sales focus.
- In my 3rd year delivered top line revenue growth, 2nd year of profit sharing payout to the company and the brand Pabst Blue Ribbon was recognized as THE fastest growing beer brand in the US.
- Chosen by the Board of Directors as the Steering Group Leader to actively run the day-to-day business upon departure of the CEO while the BOD conducted a formal search.

CONSTELLATION BRANDS, Inc. (Fairport, NY)	August 1994 - May 2006
Senior Vice President / Channel Management (San Francisco, CA)	March 2004 - May 2006
Senior Vice President of Sales / National Sales Manager (Gonzales, CA)	August 2001 - March 2004
Division Vice President (Atlanta, GA)	August 1999 - August 2001
Division Vice President (Hartford, CT)	January 1996 - August 1999
Re-Engineering Team Leader / Member (Canandaigua, NY)	January 1995 - January 1996
Division Manager (Hartford, CT)	August 1994 - January 1995

Key Accomplishments and Responsibilities:

- Appointed SVP sales for new start up division and exceeded 1st year profit goals by 20%.
- Developed a sales force structure and hired staff of over 40.
- Grew revenue from \$27MM to over \$110MM by growth of existing brands, NPD and line extensions.
- Tasked with identifying future acquisition targets. Three of the target brands were successfully acquired (Blackstone, Black Box and Rex Goliath).
- Created and led the organization for the selling and category management to the top strategic and national off-premise accounts (i.e., Safeway, Albertsons, Kroger, Wal*Mart, Target, Costco, Sam's Club, HEB, CVS, Whole Foods, Cost-Plus and the Military).
- Appointed Category Captain, Co-Captain and/or Validator roles in Wal*Mart, Safeway, Albertsons, Kroger, Winn-Dixie, HEB, Harris-Teeter and Eckerd Drug.
- Created and led the team selling Constellation Wine brands to the top strategic and national on premise accounts (i.e., Outback, Darden, Brinker, Cheesecake Factory, PF Changs, Marriott, Hyatt and transportation accounts).
- Awarded Wal*Mart's global supply chain control label brand "Hardy Stamps" and launched product into the ASDA division in the United Kingdom.
- Created the top selling control brand wine in Whole Foods for their 365 Program – "Tracker's Crossing".
- Selected nationally as the only Sales department representative to the 12 person corporate Re-Engineering Team responsible for the redesign and restructuring of the entire division. Created and successfully implemented new organizational structure, roles and reporting, systems and processes from supply chain management, marketing and sales structure, development of pricing and promotion spending policies, financial accountability and customer support.
- Leader of the Implementation team charged with communicating the design change to internal and external customers.

Diageo, Inc. (Farmington, CT)	November 1987 - August 1994
Director of National Pricing and Promotion	October 1992 - August 1994
Area Sales Manager (NY/NJ/VA)	March 1990 – October 1992
National Sales Administrator and Planner (Farmington, CT)	July 1989 – March 1990
District Sales Manager (OH)	November 1987 – July 1989

E & J GALLO WINERY (Modesto, CA)	September 1983 - November 1987
Field Marketing Manager (OH/KY)	June 1986 – November 1987
Area Manager (Southern CA)	January 1986 – June 1986
District Manager (Southern CA)	June 1985 – January 1986
Manager of Training (Southern CA)	January 1985 – June 1985
Sales Representative (Southern CA)	September 1983 – January 1985

Education

ST. LAWRENCE UNIVERSITY (Canton, NY)	1979 - 1983
Bachelor of Science	