KYLE A. SALUS

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**PROFESSIONAL EXPERIENCE:**

**Commercial Planning Director, Whiskey CBT (July 2017 – March 2019)**

BEAM SUNTORY Inc.

* Lead sales and subject matter expert embedded within the marketing department.
* Led the development and implementation of the Commercial Plan.
* Developed the commercial launch plans for new innovative products including Basil Hayden’s 2x2, Legent, Knob Creek Twice Barreled Rye, Booker’s 30th and Little Book.
* Educated internal corporate departments and leaders on commercial execution processes, opportunities and realities.
* Led innovation demand process to direct resources for new launches, LTO’s and size extensions.
* Led the demand review, forecasting and contingency management process.

**State Manager, Massachusetts / Rhode Island (July 2014 – July 2017)**

BEAM SUNTORY Inc.

* Managed the sales, distribution, pricing and programming of Massachusetts and Rhode Island representing over $53MM in sales and $30MM in profit.
* Exceeded the sales plan and grew the portfolio by over $4MM.
* Developed budgeted programming of $8MM to achieve and exceed annual goals.
* Forecasted and planned DGP, NSV and Depletions to achieve company directives.
* Led and developed the local team of ten personnel including 4 territory managers, 2 off premise managers and 4 on premise specialists.
* Reorganized the sales force to streamline the business, increase accountability and drive consistent results.
* Managed multiple distributors across multiple states to accomplish sales and distribution goals for the portfolio.
* Collaborated with key retailers to invest and program brands, impact shelving and create creative displays and signage.
* Engaged in timely and routine meetings with multiple distributors to review KPI results, budgets and programming.
* Managed inventory to ensure proper levels supported sales efforts.

**State Manager, New Hampshire/Maine/Vermont (May 2011 – July 2014)**

BEAM SUNTORY Inc.

* Managed the sales, distribution, pricing and programming in Maine, New Hampshire & Vermont representing over $42MM in sales and $20MM in profit.
* Exceeded sales plan and grew the portfolio by over $2MM.
* Forecasted and planned DGP, NSV and Depletions to achieve company directives.
* Developed budgeted programming of $6MM to achieve and exceed annual goals.
* Collaborated with broker leadership, 3 state agencies and 2 wine distributors to accomplish sales and distribution goals for the portfolio.
* Developed key national account relationships including Delhaize, Rite-Aid, Shaw’s and Cumberland Farms to drive distribution and sales.
* Collaborated with State Retail Directors to achieve desired results on listings, distribution, programming and category management.
* Developed strong relationships with the state ABC Board and Directors to influence key policy decisions including margins, category management and system-wide training.
* Engaged in timely and routine meetings with SGWS to review KPI results, budgets and programming.
* Managed bailment inventory to ensure proper levels supported sales efforts.

**State Manager, Virginia (March 2008 – May 2011)**

BEAM Inc. (Beam Suntory Inc.)

* Managed the sales, distribution, pricing and programming for the state of Virginia representing over $28MM in sales and $14MM in profit.
* Exceeded sales plan and grew the portfolio by over $1MM.
* Developed budgeted programming of $3MM to achieve and exceed annual goals.
* Forecasted and planned DGP, NSV and Depletions to achieve company directives.
* Collaborated and influenced key state retail personnel, representing over 330 retail stores, to achieve desired results on listings, distribution, programming and category management.
* Developed and maintained strong relationships with ABC Leadership to influence key policy decisions includingmargins and category management.
* Engaged in timely and routine meetings with SGWS to review KPI results, budgets and programming.
* Managed bailment inventory to ensure proper levels supported sales efforts.

**Senior Division Sales Analyst (January 2004 – March 2008)**

Future Brands LLC (BEAM SUNTORY Inc.)

* Supported sales efforts across Pennsylvania, Virginia, North Carolina, Maine, New Hampshire and Vermont.
* Developed and maintained strategic analytical tools for the Eastern Control States including, but not limited to, depletions, distribution, DGP, NSV, ROI and market share for use by multiple levels of leadership and sales.
* Developed accurate and achievable plans and forecasting at the state and division levels.

**EDUCATION:** Bachelor of Science – Small Business Management, May 1999

**Virginia Commonwealth University, Richmond, VA**

**AWARDS:** Beam Suntory Grit Award 2016

Champions Club 2011, 2012, 2014, 2015, 2016

One Americas Award, Integrated Partnerships 2016

James B. Beam Award 2014

Beam Elite Performance Award 2012, 2013

CC Society 2010, 2011

Control States Standard of Excellence, 2007

ABSOLUT Perfection 2005