**ANDREW P. MANSINNE**

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**COO | CMO | TURN-AROUND AND START-UP EXPERT**

Innovative C-level leader with extensive consumer product experience, particularly in domestic and international beverage alcohol industry in corporate and entrepreneurial environments. Proven success in all aspects of sales and marketing analysis and management, full P&L responsibility. Specific expertise includes brand creation, launch and turnaround, and direct involvement with market research, advertising, digital media, and e-commerce activities. Equally effective in developing high-performance teams, operating within complex distribution systems (e.g., three-tier system), overseeing vendors and suppliers, and communicating directly with business owners and boards. Known for strong interpersonal skills and collaborative style, as well as ability to initiate and lead strong strategic partnerships.

**SAMPLE HIGHLIGHTS:**

* **Concept to scaling of award-winning consumer brands division in three years (MGP)**
* **Delivered 100% revenue growth annually (MGP)**
* **Achieved over 180% depletions growth annually (MGP)**
* **Achieved 80% improvement in Operating Income (Aveniu)**
* **Grew revenues 66% (Aveniu)**

**PROFESSIONAL EXPERIENCE**

**MGP INGREDIENTS --** Distiller of Industrial and Premium Beverage Spirits **Atchison, KS**

**VP, Brands (Corporate Officer, Executive Committee Member)** **2016-2021**

**Recruited to start “from scratch” consumer brands division**

Created full-spectrum spirits portfolio and organization, including all sales and marketing processes, distributor go-to-market strategies and consumer branding systems. Led all staffing, training and day-to-day management of new sales and marketing team. Full P&L responsibility.

* Developed portfolio of nine spirits brands within **first three years**
* Portfolio has delivered annual revenue growth of **100%**
* Portfolio has achieved annual depletion rate just under **200%**
* Brands awarded over **200** gold medals and 90+ ratings
* Led acquisition of Washington, D.C. craft gin distillery and brand

**TATTICO STRATEGIES, LLC -- Strategic** Marketing Consultancy **Louisville, KY**

**Founder and President 2014-Present**

**Improve clients’ strategic direction, sales processes and brand management**

* Developed senior leadership training platforms and established strategic plans for large US-based Italian wine importer
* Data-mined and collated branding analysis for purpose of platform planning for two cannabis companies
* Designed comprehensive strategic business plan for New England craft distillery
* Created international wine brand for US introduction; launched brand regionally

**COMBS ENTERPRISES -- Multi**-Branded, Privately held Organization focused on Contemporary Products **New York, NY**

**Lead Consultant for DeLeón Tequila 2014-2015**

**Rescued delayed development and national launch of first Combs-owned beverage product**

* Launch orders exceeded plan by **18%**
* Gained distributor acceptance of launch plan within **first 60 days**
* Managed all joint venture brand marketing activities, including social and digital media, influencer and experiential marketing programs, and national media plan

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**AVENIU BRANDS --** Wine and Spirits Importer; US Subsidiary of Codorniu (Barcelona, Spain) **Baltimore, MD**

**President 2010-2014**

**Charged with turning around struggling performance of import wine company**

* Directed staff of 50 professionals, including sales, marketing, operations and finance, with full P&L responsibility
* Achieved **80%** improvement in operating income first year
* Delivered **first profitable year** for Company
* Grew revenues from **$30M to $50M**
* Created channel-specific sales team to improve sales in over 100 national and regional accounts, resulting in **25%** CAGR in top 25 US chains
* Developed full suite of business enterprise applications for sales force, resulting in **70%** increase in depletions

**DoMEDIA --** Alternative Out-of-Home Media Planning Start-Up  **Columbus, OH**

**CEO 2008-2010**

**Prepared company for exit to PE or VC**

* Generated over **$10B** in transactional assets
* Secured **$8M** Series B funding
* Established planning/buying program with largest media agency in US; achieved first year sales over **$10 million**

**BROWN-FORMAN CORP --** International Beverage Marketer **Louisville, KY**

**SVP, Managing Director, Brand and Region Integration 2006-2007**

Headed company-wide reorganization of Wine Group and Spirits Group

* Created first comprehensive planning system for Company by leading process, technology and organization integration across all functional areas in both divisions
* Designed and deployed new national and regional account strategies and processes for new organizational structure

SVP, Managing Director, Central Division 2004-2006

Led sales and marketing activities for domestic and international wine portfolios

* Increased total volume over 20% and operating income in excess of 25% in first year
* Developed comprehensive go-to-market process for Division that was later adopted by Wine Group

**VP, Global Director 1997-2004**

Scaled leading wine brands both domestically and internationally

* Grew annual depletion volume of Californiaportfolio to over five million 9L cases, and gross sales exceeding $300M
* Led repositioning of Korbel California Champagne, resulting in 30% depletion growth in less than three years
* Developed Sonoma-Cutrer Pinot Noir with winery team, resulting 100% sell-out of first vintage

AVP, Global Director 1995-1997

Marketing and business leader for imported wines portfolio

* Led global repositioning of Bolla Italian wines, resulting in 100% growth in less than four years
* Grew Bolla to #2 gross margin brand in entire Brown-Forman portfolio
* Grew imported wines from Italy, France and Australia to over two million 9L cases in four years

**OTHER PROFESSIONAL EXPERIENCE**

THE QUAKER OATS COMPANY -- Chicago, IL 1993-1995

Manager, Field Marketing, Gatorade North America

G. HEILEMAN BREWING COMPANY -- Rosemont, IL 1991-1993

Marketing Manager, Old Style Family of Brands

RALSTON PURINA COMPANY -- St. Louis, MO 1987-1991

Product Manager, Grocery Products Division/Dry Dog Food New Products

Assistant Product Manager, Lighting Products/Energizer

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EDUCATION

**UNIVERSITY OF MICHIGAN GRADUATE SCHOOL OF BUSINESS**

MBA

**THE UNIVERSITY OF VIRGINIA**

BA with Distinction

OTHER

* DARDEN PARTNERSHIP PROGRAM **--** The University of Virginia
* CSS (Certified Spirits Specialist)
* Proficient in Italian (speaking and reading)
* Eagle Scout