

Jeni Bonorino

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Overview: Accomplished category development professional with expertise in strategic business planning, competitive analysis, global sourcing, product development, procurement, international supply chain, supplier management, cross-cultural contract negotiations, managing financial metrics, and stakeholder leadership. Eligible to work in the United States and Brazil.

Professional Experience

Brand Strategies and Product Development

2018-Current

Bono Brands Consulting
Miami, Florida

Develop and implement product life cycle strategies for international beverage brands. Oversee global sourcing, product selection, package design, supplier relationships, multi-currency contract negotiations, procurement, compliance, supply chain management, sales, and social marketing strategies.

Director of Product Development & Global Procurement

2013-2018

Liquor Stores GP, Inc
USA/Canada

Oversaw the strategic development, implementation, and profitability of the private label business for North America's largest publicly traded liquor store (TSX: LIQ). The program grew to over 250 exclusive brands, which accounted for 22% of the company's total category sales (estimated \$30 million), across 250 stores in Canada and the US.

- **Department Structuring:** Developed and managed a North American merchant team focused on global sourcing, product development, purchasing, logistics, pricing, marketing, merchandising, and product education. Hand selected both internal team members and external stakeholder partners.
- **Category Assortment:** Analyzed industry trends and local purchasing patterns to develop an exclusive product portfolio designed to strengthen the competitive mix across all categories.
- **Supplier Management:** Managed 70 supplier relationships with wineries throughout 12 countries including Argentina, Australia, Chile, New Zealand, South Africa, Italy, Spain, France, Germany, Portugal, Canada, and the USA.
- **Product Development:** Sourced, tasted, and selected wines for the Direct Import portfolio. Collaborated with wineries to create brand concepts, label designs, and promotional materials.
- **Pricing Negotiations:** Conducted multi-currency supplier cost negotiations to set competitive store retails in both \$US and \$CAN dollars that would align with target margins.
- **Supply Chain Management:** Created a logistics framework to drive costs out of the supply chain model. Partnered with importers and wholesalers to manage consolidations, freight costs, federal and local compliance, as well as timely deliveries to the stores, both in Canada and the USA.
- **Inventory & Sales Analysis:** Reviewed weekly P&L reports to determine both profitability and opportunities. Executed strategies to balance warehouse and store inventories, and price reductions.
- **Marketing:** Developed promotional concepts for TV, radio, print, social media, and e-commerce.

Senior Category Manager

2010-2013

WineNation

Potomac, Maryland

Maintained full category ownership of the global wine division (national and private labels) for an independent chain of big-box retail stores in New England.

- **Category Management:** Responsibilities included developing category strategies, supplier management, product development, pricing negotiations, marketing campaigns, and developing merchandising floor and e-commerce plans.

Business Development Contractor

2009-2010

Vino Volo Wine Bars, Corporate Office

San Francisco, California

Managed the purchasing and commercial data analysis for the company's wine-by-the-glass program, a core profit center for this award-winning chain of airport wine bars across Canada and the USA.

- **Category Assortment:** Sourced high-quality wines for national menu placement across the chain. Reviewed store-level wine programs for quality, pricing, & mix appropriateness. Coordinated product roll-out and pricing with marketing, regional and store management.
- **Vendor Management:** Negotiated cost, distribution, and marketing with vendor partners and distributors. Drove deals that increased margins while maintaining standards for high quality.

Category Manager, Direct Imports

2003-2008

Total Wine & More, Corporate Office

Potomac, Maryland

Initial member of the five-person Category Management team responsible for launching the private label purchasing department of North America's largest independent adult beverage retailer, which today generates over \$2 billion in annual sales across 100+ stores.

- **Category Assortment:** Sourced, evaluated, and influenced executive decision makers on wine selections from Australia, Europe, Japan, New Zealand, South Africa, and South America.
- **Product Development:** Managed more than 50 international supplier relationships to build a unique private label category with more than 450 SKUs. Designed private label concepts, negotiated cross-currency costs; developed educational selling tools for store teams.
- **Compliance & Supply Chain:** Collaborated with logistics team to drive costs out of the supply chain model. Configured international, multi-winery shipments, minimizing logistic costs.
- **Profit Management:** Reviewed weekly sales reports to evaluate the performance of wine categories, suppliers, and individual SKUs. Assured item retails were competitive and profitable.
- **Team Leader:** Trained and managed the professional development of a full-time wine buyer.

Education & Languages

- Master of Business Administration (MBA), Bond University, Gold Coast, Australia
- Bachelor of Arts (BA), Merchandising, Marymount University, Arlington, Virginia
- Wine & Spirits Education Trust Advanced (Diploma Candidate)
- Portuguese: Intermediate