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EXPERIENCE

KLIN GROUPE LLC., OWNER HAMMER + SICKLE VODKA BRAND AND KLIN TOBACCO

President and CEO

February 2006-Present

- Oversee daily operations of a 1.8m business including business operations, strategy, and sales for Hammer + Sickle Vodka and Klin Tobacco
- Collaborated with design team for creation of Hammer + Sickle brand and all Klin Tobacco brands from start to finish prior to launches
- Grew Sales from 2019 to 2021 from 1.1m to 1.6 m
- Expanded distribution to 2467 off premise accounts and 841 on premise accounts in 2021 resulting in a 37% increase from 2019
- Manage 4 person sales team and 1 person administrative team
- Act as key account manager for 4 of the largest off premise retailers in the US: ABC, BevMo, Specs and Total Wine. Designed programs for shelf display and ad features
- Develop and implement sales and marketing strategies, standards, tools, goals and methods that support Hammer + Sickle Vodka and Klin Tobacco in 38 states, open and control.
- Forecast for all Klin Groupe brands including sales data and programing in each market
- Perform market analysis on competitive premium imported spirits to ensure brands are properly marketed and price positioned
- Gained gluten free approval from FDA in 2019 for Hammer + Sickle Vodka
- Oversee all licensing and legal processes for all brands in each individual state in the US
- Created and launched Hammer + Sickle draft cocktails in key accounts throughout the US, including the Patina Restaurant Group
- Lead quarterly Board of Directors meetings to review financial statements and presented yearly review to shareholders with sales analysis and financial statements
- Negotiated and purchased media programs including buys with NBC Sports, Cigar Aficiando, Entercom Radio and Beasley Media Group
- Create 5-year plan to build brand, market space, price, and design
- Expanded portfolio to add innovative brands Beach Bum Rum, Mayfair Gin, and Conker Spirits
- Created Hammer + Sickle Ginger Beer and ICON Soda Water
- Gained partnerships with wholesalers and importers throughout 38 states in the US and internationally in Germany, South Africa, Macedonia, and UAE
- Negotiated and signed National Distribution Agreement with Anheuser - Busch and with Southern Wine and Spirits
- Present new brands to prospective open and control markets throughout the US
- Handle all import and export operations collaborating with freight forwarder and shipping companies MSC and Maersk for delivery of product to US and International Markets

REDHOOK ALE BREWERY, INC, Portsmouth, NH*Widmer Brothers Brewing Company Brand Manager***July 2004 – Feb. 2006**

- Oversaw the number one selling Hefeweizen in the United States for Portsmouth Brewing Operation
- Managed 15 sales representatives covering 33 states
- Worked directly with Widmer Brothers Brewing Company integrating national programs for Portsmouth Brewing Operation
- Worked with marketing department in creation and purchasing of new Point of Purchase items and apparel
- Created and managed sales goals and budgets for sales representatives
- Established pricing and price promotion calendars with 6 Anheuser Busch Corporate Offices
- Increased sales to retail in 2005 by 49% over 2004 and in 2004 by 33% over 2003

*Regional Sales Manager**Metro New York, Long Island and Jersey Eagle Distributor***April 2003- July 2004**

- Supervised 5 Anheuser Busch wholesalers, creating and managing cooperative budgets with each wholesaler
- Managed 2 sales representatives in territory, creating ride-with schedules and managing individual budgets
- Collaborated with Anheuser Busch GEO Marketing Managers on cross promotional programs
- Created, executed and oversaw all media, marketing, and promotional programs
- Managed product inventory, POS and PPG orders at each individual wholesaler
- Increased shipments in 5 Anheuser Busch Wholesalers by 656 barrels or 69% in 2003 vs. 2002
- Increased shipments in 5 Anheuser Busch Wholesalers 25% in 2004 vs. 2003 1st quarter

EDUCATION

University of New Hampshire - Durham, NH

Undergraduate—Bachelor of Arts Degree, History

VOLUNTER/ COMMUNITY

- **Board of Directors- Boys and Girls Club of Lowell**
- **Board of Directors Lowell Jr. High Athletics**
- **Board of Directors- Lowell Youth Lacrosse**