



JOHN DONOHUE

SVP / GENERAL MANAGER

CAREER SUMMARY

Beverage Alcohol Executive with 22+ years of experience with industry leading suppliers and wholesalers. Experienced in the US as well as internationally in Canada. Seven years of General Management experience managing large teams and full P&L responsibility. Key strengths in business planning and strategy, supplier management, market analytics, brand development, expanding customer segments, and developing innovative trade-driven strategies.

Recognized for leading organizational transformation, building relationships, team leadership, and working cross-functionally to achieve goals.

CONTACT DETAILS



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Miami, FL

EXPERIENCE

Liquid Assets North America, LLC

July '21 – Oct '21

President

Independent Advisor to PMA Canada

Breakthru Beverage Group/Wirtz Beverage

July '09 – June '21

Peter Mielzynski & Associates, Ltd. (Canada)

SVP/General Manager

June '18 – June '21

Lead the day-to-day operation of PMA brokerage in Canada. Responsible for delivery of Canada operating plan of \$110MM in revenue annually, representing 25+ suppliers across all categories. Manage a team of 180+ with 7 direct reports. Report to PMA Board of Directors (WG&S, Distell, Breakthru).

Accomplishments:

- Primary objective to lead the transformation of PMA from a 40-year established agency into a modern-day performance and capability driven partner. Included the expansion of 68 incremental heads and establishing new business intelligence systems and sales capabilities and processes.
- Integrated Breakthru Beverage as shareholder and establish a Shared Services relationship with PMA.
- On-boarded Brown-Forman business (460k+ cases) into PMA in June '18. Included the addition of 14 dedicated B-F resources and establishing new ways of working with B-F Canada team.

Breakthru Beverage Canada: SVP/General Manager July '14 - June '18

Lead the day-to-day operation of Breakthru Beverage brokerage in Canada. Responsible for delivery of Canada operating plan of over \$300MM in revenue annually. Manage a team of 140+ with 9 direct reports.

Accomplishments:

- Seamlessly integrated Wirtz and Diageo organizations & processes, meeting launch date timing with limited impact on performance.
- Grew Diageo Spirits volume share by 60bps (63k 9L Cs) in Year 1.
- Delivered National Operating Plan in Year 1, and over-delivered in Yr 2.
- Returned Diageo On-Premise to growth in F16, MAT -5.5% in F'15 to +.8% in F'16.
- Successfully integrated two new suppliers, Jackson Family Wines & Piper Heidsieck, and one new company - B&W Wines consignment agency.
- Received highest Employee Engagement score across all of BBG in 1st ever BBG survey, Canada score of 82 vs. BBG score of 72.

Wirtz Beverage Illinois

Director – Trade Development (Diageo Division)

July '09 - July '14

Responsible for delivery and management of all WBI annual financial metrics, including, \$350MM Revenue, Gross Profit, Contribution, and \$24MM in A&P spend. Lead a team of 17 Trade Development Brand & Channel Managers and Analysts.

Accomplishments:

- Over-delivered Diageo Spirits Fiscal Year volume plan of 2.1 MM cases FY10, FY11, & FY12.
- Delivered WBI Fiscal Year Revenue plan and Gross Profit targets FY10, FY11, & FY12.

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- WBI named National Spirits Distributor of the Year by Diageo FY10.

DIAGEO NORTH AMERICA**April '99 - July '09****Senior Director – Trade Strategy & Planning****April '08 - July '09**

Responsible for the development and refinement of Diageo's Total Beverage Alcohol Trade Strategy in the US, ensuring that consumer, shopper, and customer insights are current and actionable.

Director – Trade Marketing**March '05 - April '09**

Conduit between Marketing & Sales to deliver customer focused national brand activation plans.

Accomplishments:

- Developed the first ever Diageo NA national portfolio activation plan across Spirits, Beer, & Wine.
- Built strategic partnership with Cadbury-Schweppes & Stirrings to deliver first ever "Cocktails Solutions" program.
- Built strong relationships to insure linkage between Field Marketing, Brand Marketing, Innovation, and National Accounts.

Director – Cluster Marketing, Northeast Control**Feb '03 - March '05**

Drove excellence in development and execution of consistent brand game plans across 4 market teams. Region leadership team member with responsibility for 1.6MM case volume.

Accomplishments:

- Delivered 24 consecutive months of Diageo share gains across all Control markets.
- Effectively managed \$7.5MM cluster marketing budget.
- Received "Exceeds Expectations" Diageo Performance Rating 3 consecutive years.

Manager - On-premise Channel Strategy**April '99 - Feb '03**

Developed sub-channel strategies and insights in accordance with consumer-centric segmentation model. Led market level strategic planning pilot process, delivered best practice rollout plan to Phase I NGG markets.

Accomplishments: Developed On-Premise account segmentation for the US.

M&M/MARS**NOV '92 – APRIL '99****MANAGER - CATEGORY DEVELOPMENT****SEPT '95 - APRIL '99**

Lead project manager on industry leading Category Management tools. Supported field based team of 38.

Accomplishments:

- Developed account specific category management effectiveness evaluation tool.
- Completed M&M/MARS Category Management training certification.

Manager – Territory Sales**Nov '92 - Sept '95**

Responsibilities included managing sales, distribution, and display activity of M&M/MARS portfolio at 10 key Candy/Tobacco wholesalers and over 80 key retail outlets.

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Canada Dry/Coors Distributing of New York

Sales Representative – Coors Portfolio

Jan '90 - Oct '92

Responsibilities included sales volume, distribution, and display, and promotional activity across entire Coors portfolio for 300 bar / restaurant, hotel, grocery chain, and independently owned retail outlets.

EDUCATION

Saint Peter's College, Jersey City, NJ - Master of Business Administration, Concentration: Business Management.

Saint Joseph's University, Philadelphia, PA – Bachelor of Science – Marketing.

SPECIAL RECOGNITION

- Arthur M Wirtz Award Recipient, 2018
- Guest Lecturer Columbia College – “Building a Marketing Plan” undergraduate course. Sept 2012.
- NA Sommelier Association – Italian Wine Certification June 2014.
- US SME (Subject Matter Expert) – Diageo Way of Selling, Global Integrated Planning Tool Design Team.
- Seagram Integration Team Member – Channel Expert – Diageo NA 2002.