**MICHELLE BONSICK**485 Woodcrest Drive, Mechanicsburg, PA 17050 | 717-303-8348 | mbonsick@gmail.com
SALES|MARKETING|BRAND BUILDING|OPERATIONS|EVENT PLANNING & MANAGEMENT

**MOET HENNESSY USA
Market Manager, Military Channel** *May 2022 – Present*

* Lead sales efforts across 48 states and 14 countries, annual targets of 80-90k cases, driving $14mm in commercial contribution
* Create and execute channel-specific brand programs for MH portfolio. Grow volume and value while supporting initiatives custom to military channel
* Manage A&P and FTT budgets, depletions forecasts, shipments, pricing and inventory
* Manage broker, agencies, retailers and business partners within worldwide channel network
* Partner with all branch exchange leadership and buying team on product assortment, merchandising and programs

**Division Program Manager*, PA|ME|VT|NH*** *November 2015 – May 2022*• Developed each brand's annual and seasonal programming plans to drive high-impact execution of all trade-related programs across all channels within a specific Division in alignment with national program guidelines
• Partnered with Region Brand Managers, distributor Trade Marketing, Division Sales teams and local accounts to create trade-oriented plans and programs that address strategic opportunities including market competition
• Lead the planning and execution of trade-related programming assets for the full portfolio of brands within my division. Lead the ordering and deployment of all POS and VAP, including any custom collateral/materials
• Partnered with Division Sales, Region & Trade Marketing, distributors, external agencies, and local accounts to ensure alignment of program plans and execution within the market. Present annual and seasonal programs to distributors and local accounts.
• Developed, aligned and managed the brand and sales promotion budgets for the Division, while also tracking program performance and reallocating resources to growth-driving programs

**KPMG, LLC** ***Associate Director, Account Management*** *June 2015 – November 2015*

* Developed and executed high-end, integrated client-centric marketing plans for each account
* Created strategic campaigns and large-scale marketing initiatives that built KPMG’s brand; helped the account team develop and evolve strategic relationships; created leads and opportunities at assigned accounts
* Formulated and drove cross-functional tactics like client events, key government and consumer markets insights, thought leadership, alumni programs, branding, digital, alliances, sports marketing, content, and service assessment strategies at assigned accounts
* Applied a keen understanding of government and consumer market trends and account-based issues to implement a demonstrable growth strategy for each assigned account
* Built and implemented a global communication strategy and processes to connect the account team globally around initiatives and opportunities that facilitate the team’s overall pursuit strategy

**Pennsylvania Liquor Control Board | Fine Wine & Good Spirits** ***Director, Marketing Communications, Branding & Design*** *October 2012 – June 2015*

* Directed the marketing, advertising, social media, digital, retail design, merchandising and consumer events of the PLCB and its retail brand, Fine Wine & Good Spirits in pursuit of business objectives
* Planned and administered creative budget in excess of $6mm, optimizing allocation of resources for maximum efficiency
* Built in-house creative team from ground-up, allowing for greater internal production capabilities and more strategic deployment of external agencies
* Translated PLCB strategic goals of sales growth and best-in-class customer experience status into deliverables through integrated marketing programs, targeting retail consumers and licensees, within confines of control-state environment
* Leveraged consumer and market insights to design marketing initiatives that added to basket, encouraged trade-up and ultimately enhanced profitability
* Inspired stronger customer connections and brand loyalty through earned media by serving as brand spokesperson and through deployment of media- and brand-trained experts (Retail Wine Specialists, Product Educators, Category Managers), and extended paid advertising into value-adds
* Directed merchandising team on planning and execution of benchmarks, shelf schematics, store resets, floor priorities, and monthly promotions
* Managed team of 17, with 3 direct reports

**Pennsylvania Chamber of Business and Industry
*Member Executive*** *February 2010 – October 2012*

* Managed Chamber's Investor Program, comprising the 200+ most influential businesses in the state, working closely with and gaining consensus among c-level executives
* Exceeded established sales goals for retention of existing members with emphasis on dues increases by building relationships with key decision makers and ensuring maximum derivation of benefits
* Exceeded established sales goals for development of new Investor and regular members, ultimately growing Investor Program in by more than 30 percent during tenure
* Targeted and won national retail presence in Program (Home Depot, Target, Lowe’s, QVC); strengthened presence of major national and regional accounts in areas of pharma, banking, hospitality, energy and professional services
* Won national recognition for revenue growth in State Chamber of Commerce industry

**Freelance Consultancy** *January – December 2009*

* Managed client roster across several growth-oriented vertical markets Including real estate, publishing, and retail

**Office of the Governor
*Deputy Director, Office of Public Liaison*** *July 1998 – September 2002*

* Built coalitions through targeted outreach, education and advocacy in support of the Governor's various policy and program initiatives
* Managed state-agency-level boards, commissions and councils under the jurisdiction of the Executive Office

**Education
Elizabethtown College** *B.A. May 1998***Elizabethtown, PA**

**Courses/Certifications**

* WSET Levels 1 & 2, Wines & Spirits
* Certified Specialist of Wine, Society of Wine Educators
* Leadership Development Institute for Women in State Government