



ALEX POMES

Alcohol Industry Consultant
Marketing / Product & Brand Development / Consumer Engagement

🍷 BACKGROUND 🍷

Alex Pomes is a wine, spirits, and beer consultant with 10+ years of experience in the beverage world. He has worked with brands of all sizes, from startups to heavyweights such as **Beam Suntory**.

Most notably, Alex served as the first **National Brand Ambassador for Fireball Cinnamon Whisky** during the product's early record-breaking growth. In addition to traditional brand ambassador duties, he also oversaw Fireball's successful social media marketing strategy at a time when other brands had yet to enter the space.

- Marketing tactics catalyzed Fireball's 3,050% sales growth from 2011-2013 (from \$2M to \$63M)
- Drove industry-recognized category distribution with <5% ATL marketing budget

Alex is also the **co-founder of RAPJAB**, a branding/marketing agency with a strong background in food and beverage brands. Clients include **Pernod Ricard, Urban South Brewery, and TGI Fridays**.

Most recently, he co-founded and served as the initial **CMO for Ghost Tequila**, a 100% agave spirit infused with ghost peppers that's breathing new life into spicy margaritas across the country.

🍷 EXPERTISE 🍷

"Everything we do is through relationships. It's how we learn, grow, and succeed. We don't need a big commercial – we don't need to convince people to buy something – we build relationships, we let the product speak for itself, and sales will follow."

- Alex Pomes

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| PRODUCT DEVELOPMENT | ON AND OFF-PREMISE ACTIVATION |
| BRAND BUILDING & DESIGN | COMMUNICATIONS STRATEGY |
| DIGITAL MARKETING | MERCHANDISE & APPAREL |
| BRAND AMBASSADORS | WEB DESIGN & DEVELOPMENT |

📰 PRESS 📰

ADWEEK **Bloomberg** **CNN** **Forbes** **WINE & SPIRITS DAILY**

"By 2013, the year after Pomes left [Fireball], sales had reached \$61 million. That put Fireball ahead of Jameson Irish whiskey and Patron tequila."

-Bloomberg



✦ CONTACT ✦

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