
SENIOR LEVEL SALES & MARKETING EXECUTIVE

A Record of Success Leading High Priority Initiatives to Drive Awareness, Sales, Distribution, and Market Share Growth

AREAS OF EXPERTISE

Sales & Marketing Strategy • Team Leadership • P&L / Budget Management • Field Sales Management • Sales Forecasting
Business Planning & Analysis • Key Account Development • Trade Marketing • Wholesale Operations • Retail Execution
Pricing & Promotions • New Product Launch • Geographic Marketing • Category Management • Competitive Analysis
Media & Sponsorship Planning • Market Optimization • Negotiation • Customer Service • Relationship Building

PROFESSIONAL CAREER EXPERIENCE

Anheuser-Busch InBev (ABI)

1991 to Present

Leading global brewer that produces and markets the world's best-selling beers including Budweiser, Bud Light, and Stella Artois.

Vice President, WOD, East Coast – New York, New York (Since Nov. 2016)

Promoted and relocated to oversee operations of 6 corporate-owned wholesaler operations with full P&L responsibility.

- Provided leadership and direction to 4 Directors of Sales & Operations with management responsibility for 6 wholesale operations in New York, New Jersey, Massachusetts, and Ohio, with a total team of 350 employees.
- Oversee efforts to achieve total sales of 26 million cases of beer annually, generating \$470 million in gross sales.
- Ensure proper execution of sales and market efforts in each market; build relationships with key high-profile retailers.
- Cascade national programs into all operations, identify gaps within each marketplace, coach and lead teams to drive results, including employee engagement, volume, gross profit, market share, EBITDA, and adoption of TapWiser app.
- Direct all people initiatives, including identifying candidates, developing a career path and supporting growth & development.
- Build effective relationships in collaboration with field and headquarters personnel in logistics, operations, and brands.
- Meet regularly with domestic and global senior executives; manage introduction of pilot programs for new sales structure, package and brand testing, revenue planning, and market diversity.

Senior Sales Director – Philadelphia, Pennsylvania (2012 to 2016)

Promoted to lead sales and marketing development and execution strategy in major markets with full P&L responsibility.

- Provided leadership and direction to 9 District Managers working with 30 wholesalers in New Jersey, Maryland, Virginia, and Washington, D.C to maximize performance, drive profitable volume and positive share growth, and achieve target objectives.
- Drove sales performance in a geographic territory representing more than \$250 million in margin contribution through effective business planning and enhanced market execution of in-market programming; managed a \$3 million local marketing budget.
- Managed relationships and directed business with 30 independent wholesalers selling 35 million cases and generating \$250 million in revenue placing emphasis on developing business plans to deliver targets on the "building blocks" of the business including distribution, taps, displays, merchandising, and shelf management; managed wholesaler consolidation process.
- Performed regular market visits to align wholesaler focus on brand priorities, motivate sales teams, and manage compliance with Equity Agreement; participated in performance reviews to close execution gaps, monitor KPI performance, and retail execution.
- Recognized as four-time winner of the "Share the Dream" sales incentive (2014, 2015), three-time winner of the "Hi-5" share incentive achieving positive market share for territory for three of four quarters in 2016.
- Achieved positive share growth in each state every year from 2013 through 2016 by developing strategic plans focusing on sales and revenue, utilizing knowledge of local economic conditions, competitive activity and marketplace dynamics.
- Cultivated and maintained relationships with key retail decision makers to improve overall performance, ensured effective execution of national, regional, and local priorities, and oversaw employee development and evaluation process.
- Drove positive employee and wholesaler engagement through team / individual recognition and motivational incentive programs.
- Managed and developed field managers to achieve National, Region and Individual KPIs through teamwork, collaboration and relentless focus; executed annual performance reviews/evaluations and provide department plans for all team personnel.
- Collaborated with Trade Marketing and Sports Marketing teams to leverage ABI professional sports team sponsorships (NFL / MLB / NHL); member of the 2014 Met Life Super Bowl execution team with focus on planning and execution in the NJ market.

Sales Director – Philadelphia, Pennsylvania (2010 to 2012)

- Provided leadership and direction to 6 District Managers working with 17 wholesalers in the complex markets of Pennsylvania and Delaware to maximize performance, generate sales of 20 million cases annually, and achieve target objectives.
- Held full P&L budget responsibility; managed a local marketing budget of \$2.5 million.
- Achieved positive share and profitable volume growth for all states in 2011.

DANIEL R. HOOSE

Senior Key Account Manager – Philadelphia, Pennsylvania (2008 to 2010)

Promoted to lead sales and profitability growth initiatives for key off-premise accounts in Eastern Pennsylvania.

- Led and managed business, promotions, distribution, innovation, sales, pricing, retail execution, and customer service initiatives for 50 independent package liquor stores, in a pilot program to grow sales and market share for the ABI brands.
- Managed account plans/objectives, presented sales presentations and account business reviews, and utilized information-based tactics to sell-in and implement national promotions, resulting in total collective sales of 1 million cases annually.
- Provided total account management including new brand and package introductions, development of local marketing programs and identifying incremental display opportunities to drive impulse purchases.
- Evaluate strategies and action plans against available resources; managed budgets with focus on ROI and marketplace dynamics.
- Analyzed sales data to identify sales opportunities with an understanding of key roles each brand plays within the portfolio.

Senior Manager, Geographic Marketing – Philadelphia, Pennsylvania (2006 to 2008)

Promoted to develop and execute regional marketing plans, sponsorships, and special events.

- Led ABI brand marketing in the state of Pennsylvania by communicating with, planning, and coaching field sales personnel and 16 wholesalers to execute local promotional plans integrated with national plans to address key MCA issues.
- Negotiated, planned, and executed sponsorship and activation of local marketing properties including MLB Philadelphia Phillies, Pittsburgh Pirates, NFL Philadelphia Eagles, Pittsburgh Steelers, NHL Philadelphia Flyers, Pittsburgh Penguins, NBA Philadelphia 76ers, minor league baseball teams Lehigh Valley Iron Pigs, and Harrisburg Senators.
- Activated venue sponsorships at Heinz Field, Wells Fargo Center, Citizens Bank Park, PNC Park, and Lincoln Financial Field.
- Identified and developed working partnerships with local community leadership organizations in key markets.
- Developed communication strategies to expand corporate, field and wholesaler knowledge of community outreach activities.

Senior District Manager – Philadelphia, Pennsylvania (2004 to 2006) | Pittsburgh, Pennsylvania (2003 to 2004)

Promoted and relocated twice to increase profitable sales and market share by successfully strengthening wholesaler performance.

- Provided direction and leadership to 4 wholesalers in Eastern PA selling 12 million cases annually, and 5 wholesalers in Western PA selling 10 million cases to maximize brand awareness, distribution, sales and market share growth.
- Conducted regular market visits to communicate region priorities, manage the monthly Wholesaler Performance Review process, develop pricing plan and selling strategies, and ensure compliance with the Wholesaler Equity Agreement.
- Managed the implementation and execution of ABI national, regional, and local pricing, marketing, and distribution plans; sold-in new brands and packages, and maintained quality standards with focus on product quality and marketplace image.
- Coached and motivated wholesaler sales teams to align on annual goals through incentives, planning, tracking, measuring, and presentation to ensure superior display execution, shelf space, distribution, merchandising, and price points.
- Monitored and facilitated Impact Excellence selling programs, sales development programs, and pricing activities.
- Established productive relationships with key accounts, local media partners (radio, outdoor, print, web) and professional sports teams (NFL, MLB, NHL, NBA) to support partnerships and sponsorships.

Senior Pricing Analyst – Parsippany, New Jersey (2000 to 2003)

Promoted and relocated to Northeast Region office to develop and manage pricing strategy for a 4-state territory.

- Improved the region's financial performance through analysis, planning, preparation and implementation of annual revenue plan and price increase strategy in conjunction with Field Sales, Region Management, and St. Louis HQ Revenue Management.
- Analyzed current pricing environment, created recommendations to grow total ABI profitability, and facilitated and managed all pricing actions with 40 wholesalers in the states of Pennsylvania, New Jersey, Ohio, and Delaware.
- Provided feedback / recommendations to Region Management to address competitive concerns; prepared and managed revenue plans to include future pricing and discount strategies; achieved revenue targets every year.

District Manager – Harrisburg, Pennsylvania (1997 to 2000)

Promoted and relocated to provide oversight, strategy, and leadership of local sales and distribution efforts.

- Managed key pricing, sales, marketing, and distribution initiatives for the ABI product portfolio, working closely with five independent wholesalers selling 5 million cases of beer annually at 1,800 retail accounts in Central Pennsylvania.

Early Anheuser-Busch Experience (1991 to 1997)

Gained valuable experience and built skill set to prepare for future career opportunities in the beer industry.

- **Territory Supervisor, Contemporary Marketing Team** – New Jersey (1995 to 1997) • **Sales Representative** – Carlstadt, New Jersey (1993 to 1995) | Newark, New Jersey (1993) • **Merchandiser** – Newark, New Jersey (1991 to 1993)

EDUCATION, CERTIFICATION, AND INDUSTRY AFFILIATION

Bachelor of Science in Management Science – Marketing – Minor in Communications (1992)

Kean University of New Jersey – Union, New Jersey

Six-Sigma White Belt (2011) • Cicerone Certified Beer Server (2015) • Member – NY Beer Wholesaler Association (Since 2016)