

# ARAN K. SMITH

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## SALES AND MARKETING LEADER

- Accomplished professional with 20 years of success developing sound strategic business and marketing plans to achieve business objectives in a highly competitive environment
- Engaging interpersonal and presentation skills; easily build strong trusted business partnerships and cultivate lasting relationships
- Strong financial acumen with demonstrated ability to successfully manage budgets
- Effectively analyze diverse market conditions, identify oppositions, and implement corrective action plan to restore growth and profitability
- An inspiring leader who drives teams to achieve success through open communication and ongoing training and development
- Experience managing both Open and Control States

## AREAS OF EXPERTISE

Distributor Management • People Management • Category Management • Key Account Management • Cross-Functional Team Leadership • New Business Development • Trade Marketing • New Product Launch • Analytics • Pricing Strategy • Relationship Building • Business Planning • Event Coordination

## EXPERIENCE

THOMAS ASHBOURNE CRAFT SPIRITS,  
**President of Sales**

Las Vegas, NV (2021-Feb 2023)

Start up company in the RTD cocktail space. Hired on during R&D process, responsible for building out a distributor network and US launch sales plan along with P&L management, operations & logistics.

- National Launch – 15 states June – December 2022, additional 13 scheduled for H1 2023
- Secured & On-boarded Canadian broker/distributor 4 months after US launch
- Achieved Year 1 National Sales and Revenue Plan Targets – 28,000 cases shipped to distributors, 15,000 cases depleted & \$2.3M in sales
- Delivered over 1,200 accounts sold & 4,000 points of distribution in first 7 months
- On-boarded national distributor partner, RNDC, along with regional distributor partners – Johnson Brothers, Sheehan Family Distributing, Fedway, Martignetti Companies, Moon Distributing & Lohr Distributing
- Contract negotiations
- Established & implemented company overall sales and RTM strategy including distributor & broker network KPI's as well as sales team infrastructure
- Worked with CEO & CFO to build out overall company P&L
- Created FOB & Pricing for all markets in US & Canada
- Operations & Logistics: responsible for production details with co-packer, sourcing 3PL warehousing, on-boarding MHW, R&D for launch products and line extensions, sourcing & negotiations for packaging, set up GS1 UPC's, TTB Registration

- Worked with production designers to build out label and packaging
- Developed shipment, depletions, and budget forecasts for Year 1 & 2
- Work closely with distributor National Accounts teams and responsible for chain calls including: Albertson's, BevMo, Kroger, Total Wine & More, Lee's Liquor, Publix, GoPuff, Reservebar, Cask & Barrel, MGM, Kimpton, Marriott, Aramark, Hilton

ATOMIC BRANDS, Las Vegas, NV

(2018-2021)

**VP Sales, West**

Manage \$12.5M in gross sales of a category-leading ready to drink canned cocktail across 13 states in the Western US. Grew territory business 74% in first 12 months & 45% in year 2. Provide leadership to a team of eleven employees. Worked with company ownership to open 2 new markets in first 12 months with the company.

- Manage overall business for the Western US across 7 distributor networks
- Call on ISLD and DABC
- Collaborated with company owners to create and implement a new go-to-market strategy in the Western US.
- Worked with marketing team to develop and implement distributor programs and consumer promotion.
- Established pricing patterns to increase annual sales and gross profit.
- Developed and review shipment, depletions, and budget forecasts monthly with company ownership
- Allocate and manage regional inventory & shipments
- Work closely with National VP of Chains and responsible for regional chain calls including: Costco, Albertson's, Winco, BevMo, Specs, Zipps, Stinker, Brown Jug, Jacksons, Terribles, Lee's, Gelson's and Smart & Final

*Select accomplishments:*

- Grew territory by more than 135% in 2 years to approximately 800,000 cs

PERNOD RICARD USA, Las Vegas, NV

(2013 – 2018)

**Region Manager (NV)**

Managed \$40M in gross sales of 30+ spirits brands in Nevada at two distributors. Provided leadership to seven direct reports, along with a dedicated SGWS distributor sales team.

- Managed P&L; delivered planned budget and ROI for 4 consecutive years.
- Collaborated with executive management to create and implement a new go-to-market strategy in Nevada that was subsequently rolled out to additional markets.
- Worked with marketing to develop and implement distributor programs and consumer promotion.
- Established pricing patterns to increase annual sales and gross profit.
- Developed and reviewed shipment, depletions, and budget forecasts monthly with senior management.
- Allocated and managed regional inventory.
- Managed approximately \$31.5M in NSV and developed in-house bank of approximately \$4M.
- Worked with national accounts both on and off-premise and held responsible for regional chain calls including: Lee's, Total Wine & More, Albertson's, Wynn Resort & Nightlife, Hakkasan, Clique Hospitality

*Select accomplishments:*

- Grew territory by more than 4% over a 5-year period to approximately 285k 9L cs
- Successfully launched 7 new brands over three years, contributed to NV being the #1 market globally for a luxury vodka & increased Jameson sales 72% over 4 fiscals
- Received Global Premier Award, FY17.

TERLATO WINES INTERNATIONAL, Phoenix, AZ

(2011 – 2013)

**Southwestern Regional Manager** (AZ, NV, NM)

Managed \$13M in sales of 40 luxury wine brands and five distributors.

- Strategized with executive team to assign brands to new distributor network. Educated and trained distributor sales force on Terlato brands. Worked with marketing to develop and implement distributor programs and consumer promotions.
- Cultivated relationships with national accounts and made regional chain calls to major companies such as MGM Resorts, Caesars Entertainment, Sands Corporation, Smith & Wollensky, Fry's, AJ's, Smiths, Lee's, and Total Wine & More.
- Organized all producer visits, worked with winemakers and winery principals to promote brands.

*Select accomplishments:*

- Grew overall territory business by 17% over 2 fiscal years.
- Successfully launched 10 new brands in a 6-month period.
- Managed P&L; delivered planned FY13 and FY12 ROI.

RODNEY STRONG WINE ESTATES, Boston, MA

(2006 – 2011)

**District Manager** (MA, RI, NH)

Developed and implemented sales and marketing programs in a three-state district. Formulated and implemented distributor/regional pricing and program strategies.

- Managed \$5M in sales while achieving contribution goal.
- Worked with winery management to forecast yearly depletions as well as shipments.
- Monitored distributor performance versus company projections as well as oversaw distributor inventories for both product and point of sale.
- Trained distributor sales force on the Rodney Strong portfolio.
- Gained new business and maintained current business with East Coast-based national accounts including Bertucci's, Smith & Wollensky and BJ's Wholesale Club.

*Select accomplishment:*

- Grew business in Massachusetts, a market over-indexed by 25%, by 13% over 5 years and grew total region business by more than 9%.

LUXCO SPIRITED BRANDS, Boston, MA

(2003 – 2006)

**State Manager** (MA, CT, RI, NJ, DE)

UNITED LIQUORS LTD., Braintree, MA

(2002 – 2003)

**Coors Marketing Coordinator**

FEINSTEIN KEAN HEALTHCARE, Cambridge, MA

(2000 – 2002)

**Public Relations**