**Todd Henry Rovelstad**

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**Professional Experience**

**Employer Position Years**

Reyes Holding (Beer Division) Corporate Director of Planning & Analysis 2023 - Present

Capitol Wright Distributing Senior VP Operations/Board Member 2019 - 2023

Bay Area Beverage Co. General Manager 2015 - 2019

Director of Operations 2013 - 2015

Nackard Beverage (Pepsi/Beer) Chief Operating Officer 2004 - 2012

Q.V. Distributors (Gallo Wines) CFO and Operations Manager 1999 - 2004

Pepsi Cola Co. Finance and Operations Roles 1985 - 1999

**Capitol Wright Distributing** (Austin, Texas)

Wholesale Beer and Non-Alcoholic Beverage Distributor

**Senior Vice President of Operations and Board Member 2019 - Present**

* Responsible for managing a beer distributorship with annual sales of $400MM, 16MM cases and $65MM in expenses.
* Manage 600 employees, 5100 customers, 37 Beer Suppliers, 22 Non- Alcohol Suppliers, 1455 SKUs, 110 daily routes, 800 – 900 stops per day, and a warehouse 400K square feet.
* Increased EBITDA per case equivalent annually by:
  + 2019 $1.45
  + 2020 $2.08
  + 2021 $2.74
  + 2022 $2.95
* Implemented KPI’s (Key Performance Indicators) for Sales, Delivery and Warehouse which resulted in an 80% reduction of overtime and increased cases per hour (CPH.) Current ranges:
  + Merchandising CPH 20 - 24
  + Warehouse Picking CPH 190 - 220
  + Delivery (With Helpers) 42 - 48
* Created and managed a functional annual budgeting process by volume including cost by department by line item.
* Tracked performance with management team that drove profitable placements.
* Negotiated employee benefits, leases, and PPE insurance.
* Initiated an in-house Driver CDL School with authority to issue Texas CDL licenses.
* Championed a collaborative management approach facilitating monthly meetings with suppliers to review performance and look for opportunities of improvement.
* Increased employee morale and retention through consistent team building initiatives such as Beers with the Boss, Product Showcases, Cook-Offs and Department Round Tables.
* Implemented ASN (Advanced Shipping Notice) with 65 HEB Grocery stores which saved 1-2 hours per delivery equating to over 500 hours per month.
* Managed multiple sales and delivery reroutes that resulted in reduced miles driven and stops, while providing for an increase in selling time.

**Bay Area Beverage** (Richmond, CA - East Bay of San Francisco)

Wholesale Beer and Non-Alcohol Beverage Distributor

**General Manager** **2015- 2019**

* Responsible for managing yearly sales of $170MM, and a $30MM in expenses.
* Managed 240 non-union employees, 2900 customers, 34 Breweries, 1250 SKUs, 52 daily routes with 400-550 stops per day, and a warehouse 225K square feet.
* Exceeded annual volume, revenue and profit budget every year.
* Reduced cost per case basis and below budget cost plan for 2016, 2017 and 2018.
* Fostered positive and trust driven relationship with employees and 34 brewer representatives.
* Worked with software provider (Encompass) to create streamlined reporting that allowed for fact-based decisions.
* Recruited and on-boarded successful Director of Sales and Director of Operations positions.
* Managed new suppliers and distributor agreements.
* Manage the price to retail discounts and marketing dollars.
* Twice won against aggressive attempts at unionization.
* Built solid professional relationship with competitors and surrounding distributors.
* Mentored and coached managers to achieve their departmental goals.
* Managed the smooth integration of Constellation, Boston Beer, Firestone and Gambrinus brands (2.6 million cases annually.)

**Director of Operations 2013-2015**

* NBWA Best in Class benchmark for key operating metrics:
  + Delivery: 59 CE’s per delivery, 78 CE’s delivered per hour, OT 6.5%
  + Night Loading: 180 CPH, picking rates 170-200 CPH.
* Spearheaded and successfully managed the removal of an inefficient and ineffective mechanized picking system (Vertique) and integrated a layer picking system that increased productivity in night loading by 15%, while reducing cost.
* Successfully implemented the Encompass systems into operations:
  + Warehouse management system
  + GPS route tracking systems
  + Voice/iPod night loading picking system
* Developed and implemented Pay for Performance for drivers and night crew.
* Created Night Crew Boot Camp for night loaders which increased training efficiency and resulted in lower turnover and high pick rates.
* Built solid employee relationships with frontline teams.
* Partnered with cross functional teams on successful projects:
  + Undelivered and returns reduced from 25-30 per day to less than 4 per day.
  + Reduce delivery times for improved customer satisfaction.
  + Implemented service/delivery standards which increased delivery productivity.
  + Reroutes – delivery and sales increased productivity by 5%.
  + Managed redistribution of deliveries from key holidays to pre holidays resulting in reduced overtime, consistent deliveries and improved employee morale.
  + Reduced Out of Code product which resulted in $75k cost savings.
* Daily communication on individual performance through rack and stack reporting.
* Implemented daily full inventory that reduced loss by 50%.
* Established seasonal days on hand inventory targets.
* Lead team to create, communicate and enforce policies and procedures.
* Held monthly roundtable meetings with workforce to strengthen communications and improve employee satisfaction.
* Very visible leader that worked side-by-side with all team members at all levels.
* Lead by example - known to pick up garbage in parking lot when leaving for the day, etc.

**Nackard Beverage, Inc.** (Flagstaff, AZ)

Pepsi Bottler and Pepsi and Beer Wholesale Distributor

**Chief Operations Officer 2004 - 2012**

* + - Average sales growth of 12% annually.
    - Exceeded sales objectives every year.
    - Launched over 20 new brands and opened 4 new territories.
    - Created and managed a budgeting process that reduced costs by 14%.
    - Implemented a new inventory forecasting system which reduced out-of-stocks and inventory costs.
    - Stabilized workforce, reduced turnover and developed people internally using new HR processes and team-focused leadership.
    - Managed annual production and bottling of over 1.5 million cases of Pepsi products.

**Gallo Wines / Q.V. Distributors, Inc.** (Phoenix, AZ)

Gallo Family Owned Wine Distributor

**CFO and Operations Manager 1999 - 2004**

* + - Exceeded expectations every year in the management of payroll, accounts payable, accounts receivable, routing, route labor planning and daily warehouse activities.
    - Successfully implemented new financial IT system.
    - Responsible for all governmental oversight functions and financial reporting.

**Pepsi-Cola Company** (Phoenix, AZ)

**Various Positions 1985 - 1999**

Sales and Operations Administrative Manager

Manager of Financial Operations (Controller)

Manager of Financial Service (Credit & Collections)

Senior Analyst & Accountant

**Education**

Masters of Business Administration, University of Phoenix, Phoenix, AZ

Bachelor of Science, Business Administration, Arizona State University, Tempe AZ

**Industry Associations**

NBWA Member / PAC member 2005 - Present

Member of Keg Group (Knowledge Exchange Group) 2015 - Present

* Chair 2018 /Treasure 2019 -Current

California Beer & Beverage Distributor (CBBD) 2016 - Present

Heineken Western Region council member 2017 - 2019

Beer and Wine Distributor of Arizona (BWDA) member 2005 - 2012

**Community Involvement**

Berkeley Humane Society

Pints for Paws – Event Co-Chairman 2018 & 2019

Arizona Science Center

Board Emeritus: 2006 - Present

Executive Committee: 1992 - 2004

Marketing Chairperson: 1994 – 1998

Flycasters Fly Fishing Club

President: 2009 - 2010

Member: 2006 – Present

Scottsdale Charro Service Organization.

Life Member: 2004 - Present

Active Member: 1998 – 2004

**Awards**

Chairman’s Award - PepsiCo Most Innovative Idea of Year (1990)

* Use of bar codes on invoices
* Award and video presented at the PEPSICO Annual Stockholders meeting.

**Summary**

Proven success in managing all aspects of a large and complex beverage distribution company. Leader in change management, process improvement, performance management, contract negotiations, recruitment, budgeting and profit and loss ownership. Hands-on manager who builds solid, respect driven relationships with employees, suppliers, vendors and customers. Out of the box thinker who delivers results.