

KEN COULTER

SALES & MARKETING DIRECTOR

Louisville, KY | (502) 418-2153 | kcoulter25@gmail.com | [linkedin.com/in/ken-coulter](https://www.linkedin.com/in/ken-coulter)

An accomplished sales and marketing executive highly regarded for extensive experience increasing revenues and profits in the beverage industry. Recognized as a natural leader with in-depth knowledge of the intricacies of distribution networks, national accounts customer management, commercial strategy development, and supply chain integration. Known for developing and implementing successful strategies while striving for continuous enterprise improvement.

CORE COMPETENCIES

Leadership & Team Building

Strategic Planning

Distribution Strategy

Coaching & Mentoring

Customer Management

Strategy Development

Relationship Building

Supply Chain

Sales Operations

PROFESSIONAL EXPERIENCE

Brown-Forman Corporation, | Louisville, KY

1994 – Present

Vice-President, Director Sales & Marketing Operations: 2019 – Present

- Directed operations, including national accounts, eCommerce, commercial strategy, sales operations, and trade marketing with accountability for 3.2M cases worth \$400M in sales.
- Built and scaled the US eCommerce team from 3 part-time employees to 15 dedicated professionals.
- Crafted a new distribution rights request for proposal (RFP) approach for the Jack Daniel's and Coca-Cola ready-to-drink products, aligning needs with distributor capabilities.
- Enhanced transparency while improving decision-making time via an integrated business planning process.
- Quadrupled eCommerce business in 3 years to outperform all other channels.

Vice-President, Chief of Staff, North America Region: 2015 – 2019

- Developed leadership communications and business strategies across the US, Mexico, and Canada representing over 24M cases with \$1.7B in sales.
- Prioritized and managed key projects in sales, marketing, organizational design, and acquisitions and divestitures, driving business growth.
- Led the business transition and integration for the divestiture of Southern Comfort and acquisition of BenRiach, GlenDronach, and Glenglassaugh Single Malt Whiskies.
- Developed and presented the US 2025 strategic plan, receiving approval from the Brown-Forman Board of Directors.
- Increased organizational empowerment and accountability as a key contributor in the restructure and redesign of the US commercial organization.

Vice-President, Director of Sales and Marketing Linkage: 2011 – 2015

- Built a cross-functional team of 70 to partner with sales, brand marketing, and retail to craft an in-market sales plan.
- Drove shopper insights, category management, shopper, customer, and field marketing activation.
- Launched a successful brand champion program with an annual budget of \$5M+.
- Improved processes, technology, and content, enhancing communication while streamlining efficiency.

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PROFESSIONAL EXPERIENCE CONTINUED

Brown-Forman Corporation, | Louisville, KY

Continued

Vice-President, Director of Operations, North America Region: 2008 – 2011

- Developed and evolved route-to-consumer strategy across the US and Canada while monitoring activities, including alliance, market performance scorecard, distributor rewards, and performance plans.
- Spearheaded the distributor strategic alliance project with Bacardi USA, expanding the alliance footprint to 26 markets representing more than 70% of overall sales.
- Improved productivity and drove consistency across the North America Region by developing cohesive sales and marketing processes, language, and metrics.
- Played a pivotal role in the implementation of a multi-million-dollar sales and marketing software improvement to deliver company efficiencies of up to \$12M per year.

ADDITIONAL BROWN-FORMAN EXPERIENCE

AVP Director of Business Operations | Commercial Director | Area Business Manager | Market Manager

EDUCATION & PROFESSIONAL DEVELOPMENT

University of Connecticut

Master of Business Administration in Marketing & Finance

Bucknell University

Bachelor of Arts in International Relations

Leadership Kentucky

Executive Development Program

Brown-Forman

Executive Leadership Development Program

Brown-Forman

Inclusive Leadership Development Executive Program

BOARD MEMBERSHIPS & VOLUNTEERISM

Board of Directors Member, The Cabbage Patch Settlement House, Louisville, KY

Gala Committee, Executive Member, American Cancer Society:

Heart Walk & Fundraiser Volunteer, American Heart Association

Industry Advisory Committee Member, National Alcohol Beverage Control Association (NABCA)

Volunteer Referee Official, USA Swimming