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| Niall Phelan | niallp1976@gmail.com • (941) 914-8589[LinkedIn](https://www.linkedin.com/in/niallphelan1976/) • Tampa, FL 34201 |

President / Senior Vice President

**Award-winning professional with substantial experience in providing strategic/operational leadership for business growth, brand development, restructuring, M&A, and change management across consumer goods, beverage, and health/wellness sectors.**

Entrepreneur leader/consultant, expert at devising marketing and sales strategies for early-stage businesses. Well-known for increasing shareholder/company value, generating revenue, and driving continuous improvement. Adept at hiring, directing, and monitoring teams to attain short/long-term goals. Highly skilled in negotiating multiple complex contracts spanning every function. Record of excellence in building and strengthening robust relationships at all levels.

Areas of Expertise

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| * Brand Development
* Customer Acquisition
* Bootstrapping
 | * Strategic Planning & Execution
* Sales, Marketing, & Production
* Revenue Generation
 | * Team Leadership & Development
* P&L Management
* Complex Problem Resolution
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Key Accomplishments

* Increased revenue of Beer business from $3M to over $160M in five years with 15% of regional profits.
* Established 3 x craft beer brands and 2 health & wellness beverage brands from scratch and attained more world beer awards than any other brewery in history.
* Successfully consolidated large business unit for Molson Coors and saved over $1M per annum.
* Generated over $20M investment from HNW/PE and delivered listings/distribution across 8000+ stores including Walmart, Target, Publix, CVS, Meijer, and Total Wine by launching health/wellness beverage company.
* Led multiple celebrity and sports partnerships including, pop star Rita Ora for live performance at the Eiffel Tower reaching over five million people globally, Carling Nations Cup competition catapulting Carling to top 5 beer brand in Ireland, Carling premiership NI and Dublin GAA Beer partnership.
* Brought Sharps Doom Bar to Number 1 cask ale in UK from outside top 10 in Molson Coors.
* Delivered $1M savings in operational costs in Nestle per annum on Ireland business unit. Added 15% per year (+£30m) to Nestle UK business unit after leading turnaround.

Career Experience

The Naked Collective 2019 – Present

President North America

Leading a health and wellness business in a start-up environment. Establish North American business through route to market, distribution, hiring, production sites, market research, formulations, retailer management, and DTC strategy deployment.

* Raised revenue from zero to $800k in 2021 and $3M revenue in 2023 across 8000+ distribution points.
* Expanded distribution in Publix, Walmart, Total Wine, Target, Meijer, Fresh Thyme, Ingles, CVS, Rite Aid, and Central markets.
* Generated over $20M investment through HNW, PE and Family Offices.
* Developed three production sites and oversaw activities of operations team to ensure smooth functioning.
* Drove business growth by building all product formulations and brands.

Hagrid 2017 – 2019

Business Consultant (Consumer Goods) (International)

Leverage consultation skills in facilitating early-stage businesses with international expansion and strategy. Drove culture change by designing organizational structures effectively.

* Boosted profitability, raised funds, and developed brands by deploying effective strategies and international plans.
* Interim Chief Commercial Officer Primeline UK & Ireland, $300m Revenue. Rebuilt consumer and beauty management teams. Turned around underperforming business units. Re negotiated key contracts.
* Interim International Commercial Director (VP) Brewdog, $100m revenue. Turned around loss-making unit. Delivered new contracts in 4 out of top 5 markets. Rebuilt pricing model to drive performance and data transparency, rebuilt management team. Added $50m Revenue.
* Interim COO Province Brands, Start Up. Set up sales and go-to-market structures, supported investment raise. Identified loss-making activities and rebuilt cash flow planning.
* Interim Country Director Inner Workings, $100m revenue. Renegotiated top contracts for 70% of business. Rebuilt management team. Set up new business development teams.

Rye River Brewing Company 2013 – 2017

CEO & Co-Founder (International)

Founded start-up Craft Brewery business based in Ireland, selling in USA, Canada, Italy, Ireland, and Germany. Create the brands, build the brewing operations, negotiate all retail and international contracts, lead the sales, marketing, finance and operations team.

* Created all brands and marketing strategies, and built out 2 x craft beer breweries.
* Recognized as number one independent Irish craft brewery in less than two years by rendering excellent skills.
* Attained more than 170 World Beer Awards for most decorated brewery in the world.
* Enhanced sales to >$13M p.a. within two years by implementing robust strategies.
* Successfully provided strategic agreements with Pabst, Heineken, San Miguel, and Bavaria.

Molson Coors 2008 – 2013

VP Emerging Markets & Craft Beer (International)

Played significant role in acquiring high-growth new markets, two new breweries/brands (M&A), and monitoring global craft beer strategy team for seamless execution of operations.

* Increased over $400M in incremental sales while serving as Board Member (Europe).
* Minimized costs and built profitable entity by merging Scotland business.
* Grew revenue from zero to $160M per year within four years – developed and oversaw all facets of Ireland’s business.
* Introduced more than 15 brands and successfully took three brands to top three in their category.
* Drove $600M business by delivering long-term profitable growth strategy.

Additional Experience

VP Sales & Operations (Ireland), Richmond / Red Bull

Director & Country Manager (United Kingdom & Ireland), Nestle

National Account Director, Red Bull, Cadbury & Butlers Irish Chocolate (Distributor)

Education

Associates Degree in Marketing, DIT Ireland and Marketing Institute

Post Graduate Certificate in Organizational Behavior, University of Cumbria, UK

Post Graduate Diploma in Business & Sustainability, University of Cumbria, UK

Certifications

Certificate, Negotiation, Gap Institute | Certificate, Leadership, Nestle

Affiliations

Board member with Nestle & Molson Coors. Largest P & L: >$500M p.a. Largest Team: >400

Honors & Awards

National Start Up Award x 4

World Innovation Awards x 2, and 3 Finalist short lists

World Beer Awards x >170

European Business Award: Reuben D’Honour

European Business Award: Best Health & Wellness Business in Europe