

MICHELLE D. BEAUCHAMP

Award-winning, results oriented global brand marketing professional



📍 Miami Florida

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P&L OVERSIGHT

NSV: \$100 - \$400 Million

A&P Budget: \$3 - \$100 Million

AREAS OF EXPERTISE

- Brand Strategy & Vision
- Global Marketing
- Multicultural Marketing
- Influencer Marketing
- Strategic & Business Planning
- Integrated Marketing Communications
- Digital & Social Engagement
- CRM / Direct Response
- Creative Development & Agency Management
- Media Strategy & Planning
- Competitive Intelligence
- Public Relations
- Product Innovation
- Retail Promotion & Merchandising
- Market & Consumer Research
- Sports Marketing
- Branded Entertainment
- Sponsorship Marketing
- Spanish & English Fluency

EXECUTIVE SUMMARY

Award-winning, results-oriented marketing professional with demonstrated expertise in building brands both in the US and globally. Highly experienced in developing brand strategy and deploying it into fully-integrated advertising, marketing, promotional and public relations campaigns that result in consumer pull. Successful track record of new product development and innovation including new market launches that exceed expectations. Exceptional ability to lead and inspire high performing cross functional teams and collaborate with sales and global partners to achieve mutually beneficial results.

NOTABLE CAREER HIGHLIGHTS

Consumer Products – Luxury Wines & Spirits (Bacardi North America)

- North American business leader for newly created Apertivo Brand Group, which included oversight of both a marketing and a direct sales team tasked with accelerating the growth a portfolio of high NSV incubation brands (St-Germain, Martini, Benedictine, Noilly Prat, B&B) identified with potential for future growth.
- US market leader for Grey Goose Vodka responsible for marketing, advertising, media planning, retail programming and digital and social engagement, branded entertainment, public relations, sports marketing and public relations. Leadership resulted in stabilization and turnaround of the business post-recession, and the launch of the brand's first luxury price tier innovation, Grey Goose VX.
- Selected as one of 25 women executives at Bacardi globally to pilot the Women in Leadership (WIL) initiative. Served as a member of the steering committee and leading the external and internal communications of all WIL initiatives.

Consumer Products – Soft Drinks (Triarc Beverage Group International)

- Led marketing, branding and promotional strategy in partnership with international franchisees in 50+ international markets for Royal Crown carbonated soft drink brands: RC Cola, Diet RC Cola, Diet Rite, Royal Crown Flavors, Kick, Upper 10, Diet Upper 10, and Royal Crown Premium Draft Cola.
- Contributed to a five-year consecutive sales growth increase of 20% by directing more than 20 new market/product launches. Several of which achieved number two carbonated soft drink ranking in the respective country.
- Spearheaded the first global advertising campaign for RC Cola resulting in increased consumer awareness, cohesive brand messaging and the reduction of worldwide marketing spend by 50%.

Consumer Package Goods (Concord Camera Corp.)

- Devised the company's first multicultural marketing initiative, developing a single-use camera product targeted for the Hispanic audience. Product was successfully sold into Wal-Mart, resulting in additional sales volume increase of 20% over budget.
- Developed the company's first "VPI" Volume Producing Item created exclusively for and sold successfully into Wal-Mart. The Polaroid Fun Shooter Flash product delivered increased sales volume of 150% over budget in Wal-Mart.
- Led the company's first white space innovation task force resulting in the development and launch of "On Guard Kids", supported by a direct response TV campaign which resulted in the successful sell into Walgreens and Toys R Us.

PROFESSIONAL HISTORY

2016 - Present Vice President of Marketing

Vero Water

Global Marketing leader for leading provider of still and sparkling water to the hospitality industry. Responsible for brand strategy, promotions, PR, advertising, and digital / social. Integrated marketing campaign has resulted in a +40% increase in sales, specifically among new target of multi-unit operators "chains" and leading hotels.

- Launched the company's first-ever national PR campaign resulting in

BRAND EXPERIENCE

- Grey Goose
- St-Germain
- Martini & Rossi
- Benedictine / B&B
- Disaronno
- Drambuie
- Noilly Prat
- Polaroid
- RC Cola
- Diet Rite
- Snapple
- Vero Water

MARKET EXPERIENCE

UNITED STATES

National & Regional Campaigns

LATIN AMERICA

Argentina, Brazil & Mexico

EUROPE

Ireland, Italy, Norway, Portugal, Romania, Russia, Spain, Sweden and Ukraine

ASIA

China, Japan, Korea, Philippines, & Thailand

MIDDLE EAST

Egypt, Israel & Pakistan

SPONSORSHIP EXPERIENCE

- Vanity Fair Campaign Hollywood
- Academy of Television
- Screen Actors Guild Awards
- E! Backstage Golden Globes
- Sundance Channel
- Sundance Film Festival
- BET Awards
- Golf: PGA Tour
- Tennis: US Open / USTA
- Kentucky Derby
- Breeders Cup
- ESPN / ESPY Awards
- Virgin Galactic
- Cinema Society
- Andy Warhol Foundation for Visual Arts

+30% increase in website traffic and new business leads

- Created and executed a new influencer event strategy to engage key decision makers (chefs, restaurant owner/operators in the brand) at Aspen Food & Wine in an immersive experience with the Vero Water brand
- Devised brand strategy and positioning and established brand standards, and redesigned all marketing and sales materials to be consistent in look and messaging.

2015 - 2016

Vice President, Brand Managing Director

BACARDI NORTH AMERICA / Aperitivo Brands

North American business leader for Aperitivo Brand Group, responsible for overseeing both marketing and a dedicated sales team tasked with accelerating the growth a portfolio of high NSV incubation brands that play a highly strategic role in the Bacardi portfolio including; St-Germain, Martini, Benedictine and Noilly Prat.

- Launched the first all-digital/mobile consumer engagement campaign for St-Germain, that was broadcast via digital live stream content on Periscope, an emerging digital live stream platform by Twitter for mobile devices. The campaign results exceeded spirits industry as well as Twitter benchmarks for awareness, engagement rates, and positive sentiment.
- Pioneered the company's first experiential cocktail delivery experience in partnership with Uber and Minibar.
- Developed and recommended approach to optimize route-to-market for the Wine portfolio to Bacardi leadership team and senior sales leaders to strategically position the wine brands for sustainable future growth.
- Responsible for all PR and media messaging strategy inclusive of press releases, media interviews and talking points and internal and external communications for the brands.

2009 - 2015

Brand Director, Grey Goose Vodka

BACARDI USA

Responsible for overall strategic brand direction, planning, budgeting and execution of Grey Goose Vodka in the USA inclusive of: advertising, marketing, media, PR, digital, innovation, experiential, and retail programs. Lead a team of three brand professionals and five external agencies who collectively manage a brand that delivers the significant brand contribution for Bacardi globally. Led strategic planning and media placement strategy on Grey Goose for three out of the five years on the brand.

- Developed innovation and marketing launch plan for the brands first new flavor launch in six years, Grey Goose Cherry Noir, which exceeded sales projections by 300% in year one
- Developed innovation and marketing launch plan for Grey Goose VX, the brands first luxury price tier entrant which exceeded sales projections by 20%. Pre-launch PR influencer and seeding campaign, a company first, delivered over 3 billion impressions.
- Executive producer for branded entertainment platforms produced under Grey Goose Entertainment: including Iconoclasts season 5 & 6 on Sundance Channel, Grey Goose 19th Hole on the Golf Channel and Rising Icons on BET.
 - Re-envisioned Iconoclasts into a faster-paced 30 minute series with stories focusing on young Hollywood talent. Renegotiated Iconoclasts business terms with Sundance to secure rights to sell the show overseas, turning it into revenue generating program for a five-year period.
 - Re-launched the Grey Goose 19th Hole TV show on the Golf Channel with contemporary set, talent and show format.
- Revitalized the brands core sports marketing programs (Golf, US Open Tennis and Breeders Cup) to more effectively engage target consumers while delivering 15% budget efficiency.
- Re-launched Grey Goose Golf, the longest running consumer engagement platform for the brand, inclusive of signing top ranked golfer, Matt Kuchar, to represent the brand with a new fully integrated

DIGITAL PLATFORM EXPERIENCE

- Facebook
- Twitter
- Instagram
- Periscope
- Pinterest
- Google
- Tumblr
- You Tube

RETAILER EXPERIENCE

Walmart

Target

Walgreens

CVS

Toys R Us

Publix

Kroger

Total Wine

AWARDS & RECOGNITION

Silver Addy

- St-Germain: Biketender campaign (Agency: Possible)

Creative Favorite - Twitter

- St-Germain: Vive the Daylife" campaign on Periscope (Agency: Possible)

Silver Anvil - Multicultural Marketing

- Grey Goose "Kings of Culture" PR campaign (Agency: Harrison & Shriftman)

Women's Choice Award

- Martini Vermouth "Most Recommended Vermouth"

Slow Food Snail of Approval Award

- Grey Goose Vodka

Ektron All Star Award

- Best Website Concord Camera

Alpha Kappa Psi Leadership Award

- Beta Pi Chapter - University of

campaign which was executed through the line including retail.

- Redesigned the Grey Goose golf tournament experiential and consumer experience, transforming it into the most sought-after destination at PGA tournaments.
- Responsible for all PR and media messaging strategy inclusive of press releases, media interviews and talking points and internal and external communications for the brands.
- Led the brands sponsorship and consumer experiential strategy which encompassed more than 600 events in a year and engaging over 1 million consumers, resulting in Grey Goose being the #1 media mentioned brand in the spirits industry.

2007 - 2009

Senior Brand Manager, Wines & Luxury Liqueur Brands

BACARDI USA

Drove strategic brand direction, planning and budgeting for the Martini and Cordials brands inclusive of: Advertising, Media, PR, Internet/Digital, and Promotions (On and Off Premise). Led a team of three Brand Managers who collectively managed 7 brands (9 products) that delivered significant profit to Bacardi USA.

- Re-positioned and repackaged Martini Sparkling Wine portfolio resulting in a 20% increase in rate of sale.
- Developed and launched new Martini Sparkling Rose increasing sales by 40% in year one.
- Collaborated with Field Marketing and Sales teams to provide alignment on marketing plans and maximization of local execution.
- Represented brands at Global Steering Committee meetings. Participated on global cross functional taskforces on the re-positioning of Martini & Rossi Sparkling Wines and Benedictine.
- Managed Agency Brand (Disaronno & Drambuie) relations with key stakeholders. Devised approach for Agency Brand QBR presentations and provide monthly performance reports to Agency Brand owners.
- Responsible for all PR and media messaging strategy inclusive of press releases, media interviews and talking points and internal and external communications for the brands.

2004 - 2007

Director of Marketing, Polaroid

CONCORD CAMERA

Lead U.S. and multi-cultural marketing efforts for the Polaroid brand worldwide and the Jenoptik brand in Europe. Developed and implemented marketing communications strategies and programs that captured the attention of consumers, cost-effectively stimulated product sell through, and built a sustainable brand image. Accountable for branding and corporate identity, public relations, promotional programs, consumer and trade advertising, merchandising, packaging, print collateral, trade events, and corporate Web site.

- Managed three direct reports; dotted line responsibility for 15-person creative group based in Hong Kong. Lead product innovation team, and all qualitative and quantitative research initiatives.
- Improved visibility and profitability of brands by effectively managing all US and European creative development, marketing programs, print collateral, and agency expenses for maximum ROI.
- Partnered with sales staff to define channel penetration objectives, strategies, and tactical plans to enhance sell-through at retail. Ongoing programs include rebate mail-in programs, consumer contests, loyalty programs, bundles, bonus packs, on-pack coupons, promotional merchandising, and POS.
- Managed all aspects of planning and execution for the company's worldwide participation in trade shows (CES), press conferences, media events, and road shows.
- Responsible for all PR and media messaging strategy inclusive of press releases, media interviews and talking points and internal and external communications for the brands. Drafted CEO speeches and annual report to shareholders.

- 2000 - 2004 President / Consultant
ACCELERATED STRATEGIES
Managed three-person staff of wholly owned and operated boutique consulting firm, specializing in brand positioning and strategy development for new product and services for regional S. Florida companies in the arenas of consumer package goods, real estate, healthcare, financial services, travel and leisure, technology, and aviation clients.
- 1998 - 2000 Director of International Marketing
ROYAL CROWN BRANDS / TRIARC BEVERAGE GROUP
INTERNATIONAL
Responsible for the marketing, branding and promotional strategy markets for Royal Crown carbonated soft drink brands: RC Cola, Diet RC Cola, Diet Rite, Royal Crown Flavors, Kick, Upper 10, Diet Upper 10, and Royal Crown Premium Draft Cola in partnership with international franchisees in over 50 international markets . Managed all International new market / product launches and \$3 million division marketing budget and \$7 million franchisee cooperative marketing budget.
- Responsible for the strategic direction, creation, development and implementation of all international marketing programs and materials to insure the proper positioning, brand identity and overall communication strategy of RC carbonated soft drink brands international markets.
 - Directed over 20 in-country advertising/public relations agencies in the creation, production of all media advertising, promotional campaigns, packaging design and merchandising materials. Managed all media placement, trade show participation and regional bottler marketing and sales meetings.
- 1996 - 1998 Senior Marketing Manager
ROYAL CROWN BRANDS / TRIARC BEVERAGE GROUP
INTERNATIONAL
- Led region-specific advertising campaigns; supervised creative services, print production, packaging design and manufacturing with domestic and international vendors.
 - Responsible for ensuring that franchisees adhered to Brand Standards. Established country-specific merchandising programs for international franchisees which enabled bottlers to order marketing materials locally that adhered to brand standards, at a more feasible price point.
 - Developed in country merchandising programs and standards.
- 1995 - 1996 Manager of International Marketing Services
ROYAL CROWN COLA / TRIARC BEVERAGE GROUP
MANAGER, INTERNATIONAL MARKETING SERVICES /MARKETING
COORDINATOR

EDUCATION

- 2016 - 2017 Master of Business Administration
Northwestern University Kellogg School of Management
Global Program - Marketing Focused Electives in Europe
- 2012 Leadership Development Program
Center for Creative Leadership, NC
Selected by Bacardi as high potential leader to develop
- 2003 Managing Brand Meaning / Executive Education
Harvard Business School
Focused summer program on brand strategy

1995

Bachelor of Business Administration
University of Miami, Coral Gables FL
BA, Marketing Major

GREY GOOSE PORTFOLIO

Examples of various Grey Goose Campaign creative. Agency partner: @radical Media.



Reunion TVC - Grey Goose "T...



Hotel Noir - Grey Goose Cher...



Hotel Noir Music Video



Cherry Noir print Ad



Hotel Noir - Behind the Scenes



Winter Getaway TVC - Grey Go..



Golf Commercial



Uncorked Digital Video Series



Digital Content - The Drive, G..



Iconoclasts Season 6 - Tune in.



Iconoclasts - Season 6 / Sund..



Iconoclasts Season 6 - Sunda..



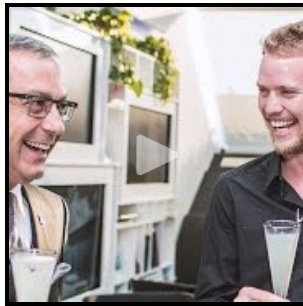
Grey Goose VX - Launch Video



Print Spread - Grey Goose VX...



Packaging & Gift Box Design -..



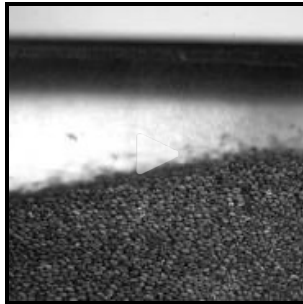
Virgin Galactic Partnership



Iconoclasts Season 5 Panel a..



Grey Goose Blue Door at Sund.



Field to Bottle - Grey Goose s..



Beyond The Bar - Sundance



Beyond The Bar - Sundance



Beyond The Bar - Sundance



Beyond The Bar - Sundance



Reunion Toast print Ad



Summer Soiree Print



Field to Bottle Print Ad



Rising Icons Trailer

ST-GERMAIN PORTFOLIO

Creative from the Vive The Daylife campaign. Agency partner: Possible.



Vive The Daylife Campaign



Biketender



Sign painter - digital content



St-Germain Tumblr Hub

MARTINI PORTFOLIO



Pure Joy From Italy Campaign



New Packaging Martini Spark..



Warhol's Take on Taste camp..

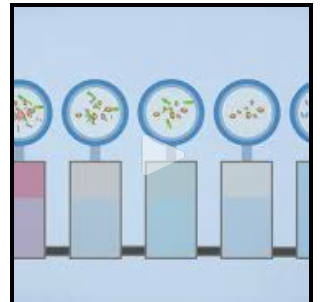
VERO WATER PORTFOLIO



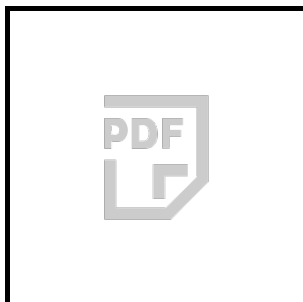
KYU Wynwood Vero Water Te..



James Beard Award-winning...



Vero Water Animated Explain..



Vero Water Restaurant Guide..



Delta Sky Club POS



Vero Water Trade Ad On Prem.

SELECTED MEDIA COVERAGE & INTERVIEWS

Featured media coverage of campaigns inclusive of interviews. (links to full articles)



AdWeek / St. Germain on Per.



Huffington Post / St-Germain.



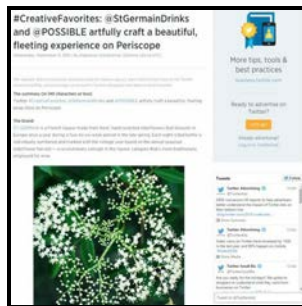
Fast Company / St-Germain



Shanken News / Grey Goose G.



Marketing Daily / Grey Goose.



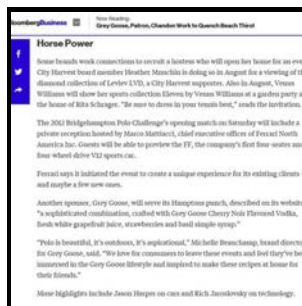
Twitter / St-Germain



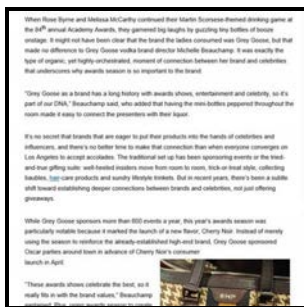
Spirits Business / Grey Goose.



Iconoclasts / Grey Goose



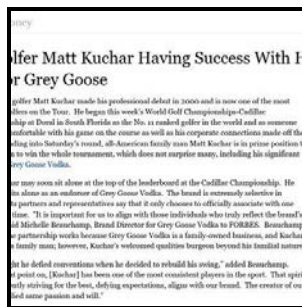
Bloomberg / Grey Goose Sum.



Variety / Grey Goose Emmys



Beverage World / Grey Goose.



Forbes / Grey Goose Golf