

# KEN BURNETTE

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## EXECUTIVE SUMMARY

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Executive professional with 29 years of experience in diverse channels including production, distribution, operations, procurement, sales, marketing, talent development/management and business development. Highly successful business leadership experience with executive level communication and relationship building. Development and implementation of innovative corporate sales and marketing channel strategies. Key business negotiation and multi-deal structuring. Development and management of reorganizing infrastructure, including new product launches. Track record in leading teams to achieve target sales goals. Revenue forecasting and goal/ROI focus. Excel in skills such as organization and planning, process improvement, problem solving, critical analysis, creative thinking, motivating and coaching/team building.

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## PROFESSIONAL EXPERIENCE

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McCormick Distilling Co

*Executive Vice President*

*2013 to Present*

- Responsible for the reorganization of a nationwide infrastructure including operational workflows to be used by internal and external stakeholders.
- Recruit, hire, and train a national team assigned to specific geographic regions.
- Created a dedicated national chain accounts team and a control states division.
- Planned, developed and executed multi-year plans to maximize distributor focus and attention through strategic alignments and partnerships.
- Drove revenue growth resulting in the three most profitable years in company history.
- Managed the design and implementation of national corporate team and stakeholder events.
- Identified and rolled out customized marketing/communications strategies for all brands.
- Implemented and monitored annual budgets, P&L, EBITDA, revenue analysis and tracking.
- Serve on the Board of Directors.

Premier Beverage Co

*General Manager*

*2005 to 2013*

- Oversaw new business rollouts/initiatives and existing business growth.
- Planned and developed pricing, process and programming strategies.
- Responsible for infrastructure for all divisions.
- Responsible for all division budgets and P&L accountability.
- Consulted external stakeholders on sales and marketing strategies to drive revenue growth to all product lines.
- Implemented new “Go To Market” sales goals and accountability programs.

McCormick Distilling Co *Vice President, National Accounts Director* *1998 to 2005*

- Developed strategic relationships with national chain accounts.
- Responsible for the sales and revenue growth in the southeastern region of the US.
- Cultivated distributor relationships to further develop and market the brand portfolio.
- Managed Regional Vice Presidents covering half of the US.
- Implemented and monitored annual budgets and monthly sales revenue analysis.
- Recruited, hired, trained, and developed all sales staff.
- Created and executed all promotions, pricing, and programming.
- Mentored and directed sales team in securing and maintaining relationships with distributors and retailers.

Premier Beverage Co *Area Sales Manager* *1994 to 1998*

- Recruited, hired, trained, and managed sales team.
- Established and maintained client relationships to increase market penetration, brand equity and revenue growth.
- Created and executed consumer promotion plans.
- Responsible for directing the sales goals to maximize market share and sales volume.
- Developed and tracked distribution objectives.

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**EDUCATION & TRAINING**

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**University of Texas – Bachelor of Arts**

**E&J Gallo Management Training  
E&J Gallo Fine Wine Training  
Hiram Walker TOPS Training  
SAP Training  
AC Nielsen Data Analysis Training**