

STEVEN G. JUGAN

GROWTH MARKETING + BUSINESS DEVELOPMENT

Innovative • Lead • Execute • Win

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CHIEF MARKETING OFFICER

Marketing, Branding & Business Development Executive Driving Business Growth, Profitability & Visibility

Industries of Influence: Beverage, Retail, Consumer Products, Sports Marketing, Events.

Highly accomplished and engaging strategic marketing and business development leader with 20 years of domestic and international experience. Proven ability in developing global brands and product portfolios through strategic marketing and insight driven tactics. Recognized as a strong, decisive leader with a successful track record of deploying innovation, and digital marketing strategies that engage brand affinity while encouraging growth and revenue.

SIGNATURE STRENGTHS

- Implementation of highly effective TTL strategies where mobile, social media and consumer insights are embraced.
- Selection and motivation of marketing talent into highly effective teams.
- Skilled in brand positioning, strategic/promotional alliances, integrated marketing, and shopper marketing.
- Expert in leveraging consumer insights to develop highly effective strategies aimed at the multicultural market.
- Conception and commercialization of new products.
- Successful track record of partnership negotiations to help drive profit and efficiencies among all constituents.
- Utilization of a tactic agnostic approach to solving critical business challenges.

SPECIALTIES

GLOBAL MARKETING & ADVERTISING • INTEGRATED MARKETING • MULTICULTURAL MARKETING • BRAND AND PORTFOLIO STRATEGY/POSITIONING • MOBILE MARKETING (I.E. SEO, SEM, SOCIAL MEDIA) • PRODUCT AND PACKAGING INNOVATION • AGENCY MANAGEMENT • STRATEGIC PARTNERSHIPS AND ALLIANCES • FULL P&L RESPONSIBILITY • CATEGORY & TREND ANALYSIS • EXPERIENTIAL & SPORTS MARKETING • PUBLIC SPEAKING

PROFESSIONAL EXPERIENCE & BUSINESS IMPACT

FAST FRIENDS FOUNDATION, INC. — <http://fastfriendsfoundation.org/> | Orange County, CA

FOUNDER & CMO

2016 – Present

Launched sustainable sports focused non-profit foundation, providing financial assistance and supporting foundations, individuals and orphanages. Manage full scope of operations, athlete and celebrity relationships, oversight of the administration, programs and strategic planning of Fast Friends Foundation. Spearhead key initiatives, including fundraising, marketing, and community outreach. Report directly to the Board of Directors.

- **Financial Performance and Viability:** Identified and secured resources to ensure the financial health of the organization.
- **Organization Mission and Strategy:** Partner with board and staff to ensure that the mission is achieved through the implementation of programs, strategic planning and community outreach.
- **Organization Operations:** term agreements. Oversees and implements appropriate resources to ensure that the operations of the organization are appropriate.

PABST BREWING COMPANY | Los Angeles, CA

GENERAL MANAGER, NATIONAL BRANDS

2015 – 2016

Joined CEO, President, CMO, and Founder of Dog Tag Brewing to develop and bring new product to market with USP linked to Dog Tag Brewing Foundation's work supporting America's Gold Star Families to honor fallen military. Built key relationships and gained support from Congress and the US Armed Forces. Created and executed critical marketing strategies, distribution program, and brand promise with compelling brand position to win at retail.

- **Spearheaded nationwide launch of new product, Dog Tag Legacy Lager** — exceeding sales projections exponentially.
- **Secured distribution in 3 of the top 5 convenience stores in the US** and ensured best-in-class marketing with top ROI.
- **Developed and led Dog Tag's corporate strategy**, line extensions, price promotions, distribution channels, and retail pass-through programs. Drove strategic brand direction, formulation, package design, marketing, and advertising.

MONSTER BEVERAGE COMPANY | Corona, CA

DIRECTOR, RETAIL MARKETING

2008 – 2015

Promoted to direct national/regional retail marketing programs, including consumer prize promotions, mobile promotions, and marketing innovation and pricing strategies for sports, music, events, and sales operations. Created marketing action plans and procedures to integrate brands with BU managers and advance product sales and identities. Led 7 retail marketing managers.

- **Held and executive role during the success of Monster Beverage Company's growth from \$500M to \$15B.**

Continued, Director, Retail Marketing, Monster Beverage Company:

- **Locked out competitors through proactive field marketing**, securing signed agreements with the top/largest retailers in the US 6 months in advance, realizing accurate sales forecasts with product, pricing, and promotion placements.
- **Drove revenue growth strategy** with Walmart, Sam's, Costco, Target, top convenience chains and grocery stores.
- **Created marketing ROI mechanism** to quantify event costs and value to retailers, gaining visibility into brand-building initiatives in various markets, providing fiscally responsible guidelines to the retail marketing division.
- **Maximized partnerships** and served as **Field Entertainment** point person for Monster Energy Supercross, AMSOIL Arenacross, Monster Energy Cup, and Monster Jam, communicating retailer activations, passthrough benefits, and POP.

BRAND MANAGER [Monster Energy Company]

2008 – 2012

Selected by Founder, board members, and C-suite to develop new product in beverage category. Identified Ready-To-Drink Tea segment and spearheaded the creation of Peace Tea. Partnered with President and VP New Product Innovation on strategic brand direction, formulation, brand infrastructure, packaging, design, and development of new iced tea product. Conducted brand share and category trend analysis, risk analysis, sales and distribution assessments, and business monitoring.

- **Created, branded, and launched new product in new beverage category** in just 1 year: **Peace Tea**. Won in retail and exceeded sales targets — sold 3.6M cases year 1 and 9M cases at \$108M in sales year 5.
 - Achieved #8 ranking in total US convenience brands in first 30 months.
 - Gained 12% of Ready-To-Drink Tea market segment despite entrenched competitor (according to ACNielsen 2012).
 - Received coveted Beverage World BevStar Gold Award in 2011.
 - Reached #5 brand in total US Convenience with 9.7M in unit volume quarterly and 4.1% unit share.
- **New Peace Tea brand help influenced Coca Cola's acquisition** of Monster (16.7% at \$2.15B in 2014).
- **Maximized brand equity through strategic stewardship**. Developed critical marketing/consumer media plans and POS.
- **Coordinated cross-functional planning and implementation of consumer/trade marketing programs**, driving business growth within each distribution channel while ensuring compliance.

INTEGRATED DESIGN STUDIOS | Yorba Linda, CA**MANAGING DIRECTOR & FOUNDER**

2000 – 2008

Launched and led boutique marketing agency providing fully customized sales and marketing solutions to small-to-mid-size startup companies. Scope of services included ad campaigns, trademarking, copywriting, and creative services (print/digital).

- **Partnered with clients on diverse marketing and market strategies**, including retail marketing strategies, concepts, and rebranding; social media planning, engagement, and management; brand messaging and product positioning.

PREMIER DISTRIBUTING COMPANY, Albuquerque, NM**STATE OPERATIONS MANAGER**

1995 – 2000

Optimized \$35M distribution channel of Anheuser-Busch products annually. Developed SOPs and oversaw operations, budgets, forecasts, and branch inspections. Recruited, managed, and mentored team of 56. Improved impact of training programs.

- **Cut \$54K in annual operating costs** by re-engineering delivery route sequences for greater productivity.

BRAND MANAGER [Premier Distributing Company, Anheuser-Busch products]

1994 – 1995

- **Gained 42.2% market share** through strategic media/print ad campaigns and on/off-premise promotional programs.

SALES MANAGER / MERCHANDISING MANAGER [Premier Distributing Company, Anheuser-Busch products]

1990 – 1994

Directed and trained sales/merchandising team of 36 to drive sales and distribution strategies across 6 regions.

EDUCATION

Bachelor of Arts in Business Administration | Americus University