**Joshua D. Davis**

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  Professional Summary

Motivated people manager seeking continued leadership opportunities in consumer goods. Experience includes commercial, marketing and business development roles at both local market and global levels. My strong interpersonal skills, team management, analytical approach and strategic acumen delivered value growth across multiple companies in my career. I want to apply my creative thinking, flexibility and integrity to a dynamic, collaborative work environment with the goal of driving business results.

  Skills

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| * Brand Marketing Strategy
* Trade and Channel Marketing Strategy
* Customer Marketing Plans
 | * Promotion and Program Ideation
* Commercial ROI Assessment
* Team Leader and People Manager
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  Work History

Senior Director, Channel & Customer Marketing, On-Premise (Promoted from Director 10/2022), 02/2020 to 02/2025

Campari America – New York, NY, USA

* Led On-Premise Channel & Customer Marketing team in development, execution and tracking of annual channel plan including portfolio, segmentation and investment strategy, comprehensive program plan, brand standards, activity calendar, point-of-sale creation, sampling activation and data-driven selling stories
* Led Focus Markets Commercial Strategy for the organization, collaborating with key stakeholders including Brand Marketing, Insights, Finance and Sales to optimize portfolio strategy by leveraging industry, distributor and internal data to create brand-market combinations supported with playbooks for ATL/BTL investment, program and tactic allocation
* Partnered with Analytics team and external AI partners to leverage industry, social media and menu data to create detailed segmentation models and uncover new commercial opportunities for core brands supported with fact-based selling stories rooted in category and consumer insights and leveraging real-time sales data
* Met key KPIs including growing on-premise channel share 20bps in both value and volume (the highest in the spirits industry), gaining 200bps of volume share for the On-Premise channel within the Campari portfolio and being rated the top Trade Engagement and Advocacy team in the industry by IWSR for four straight years
* Contributed to professional development of managers in organization including creating Individual Development Plans for team members leading to seven promotions. One of three Americas Region team members selected as mentor in inaugural Campari APAC Mentorship Program

Global On-Trade Development Leader (Promoted to Role 01/2019), 01/2019 to 02/2020

Pernod Ricard SA (Global Headquarters) – Paris, France

* Partnered with HQ Data Science team to pilot first-to-market AI tool used to map local market on-trade landscape, segment accounts, identify key attributes and highlight areas of business potential to drive growth and improve efficiency of sales processes in 15 markets
* Developed centralized trade advocacy program, including delivery of certified industry education, global portfolio cocktail competition, local market social listening tool and trade eCRM program that reduced group bartender recruitment costs by 50%
* Upgraded and expanded global on-trade category management toolkit, including market, outlet and bartender segmentation models and created digital playbook to drive awareness and adoption by affiliates in over 25 local markets
* Key driver of group on-trade coordination, efficiency and effectiveness via collaboration and best practice sharing with affiliates including quarterly topical workshops to build on-trade community

Global Customer Development Manager, On-Trade, 08/2016 to 01/2019

Pernod Ricard SA (Global Headquarters) – Paris, France

* Led global customer marketing for hotel, club and festival channels including development and management of activation, training and incentive programs with partners like Marriott and Hilton Hotels
* Collaborated with Brand Companies to create customized activation platforms targeted to key hotel and club customers including concepting, sell-in, execution and tracking versus agreed objectives
* Joint business planning approach supported hotel agreement growth to 2,000 centrally managed outlets and €11M CM per year
* Developed and tracked list of target iconic nightclubs, including group share, portfolio management, best practice and development of digital and visibility tools to grow contracted outlet list from 125 to 200 in two-year period
* Led development of first group festival strategy including segmentation model, portfolio approach, activation playbook and negotiation guidelines created via collaboration with affiliate partners in North America, South America and Europe

Division Brand Manager, On-Premise Chains, 09/2014 to 08/2016

Pernod Ricard USA – New York, NY, USA

* Trade marketing lead for 250 National Account chains with responsibilities including marketing plan development, portfolio management, menu strategy and consumer promotions
* Aligned Brand Marketing and Trade Marketing teams with on-premise chain business to drive overall Pernod Ricard USA objectives and grow core brand portfolio volume in the division for two years at +2.3% above industry growth
* Co-led Absolut "Express Your Pride" program nominated for Global Premier Award for best program of 2015
* Awarded “Best Supplier” by CM Profit in 2015 with Pernod Ricard On-Premise Chains Sales Team
* Selected as individual winner of 2015 Chain Division Business Partner Of The Year for Pernod Ricard USA

Field Marketing Manager**, New York City**, 04/2014 to 09/2014

MillerCoors – Edison, NJ, USA

* Developed and managed local marketing strategy including media plans, promotional programs, and sales incentives through collaboration with MillerCoors local sales teams and distributor partners
* Led all media planning and execution in the market including radio, OOH, digital and social media as well as management of partner relationships and strong proposal negotiation to meet budgets and goals
* Identified, negotiated and activated local market partnerships and sponsorships including NFL, NCAA, NHL, music, local venues and influencer opportunities across entire MillerCoors brand portfolio
* Provided clear direction to sales team, ambassadors and distributor organization on portfolio and program priorities, innovation launch strategies, sponsorship and media planning and strategy based on annual promotional calendar

Trade Marketing Manager**, On-Premise, Northeast Region**, 05/2012 to 04/2014

MillerCoors – Edison, NJ, USA

* Developed on-premise channel strategy including merchandising standards, sales tools and training materials for Northeast Region sales territory including ten states and major markets like Boston, New York City and Philadelphia
* Developed fully integrated promotional program, including social media and mobile extensions, that drove Coors Light growth of 4% in region and received company award for Best On-Premise Field Marketing Program of 2013
* Created Super Bowl Program that leveraged local market sports and music alliances to drive portfolio growth over 10% in January 2014 activation window
* Shared responsibility for regional chain customer marketing plans including POS and program development for regional casinos, concessionaires and casual dining operators with growth of 3.5% on core brands during two-year period

Associate Solutions Manager, 01/2012 to 05/2012, Tenth & Blake Beer & Cider Company – Chicago, IL, USA

Associate Brand Manager - Trade Marketing, 12/2010 to 01/2012, Tenth & Blake Beer & Cider Company – Chicago, IL, USA

Account Supervisor, 05/2007 to 12/2010, The Integer Group – Chicago, IL, USA

Account Manager, 02/2006 to 05/2007, Barnhart Communications – Denver, CO, USA

Account Manager, 07/2004 to 12/2005, The Brainstorm Group – Denver, CO, USA

Account Manager, 06/2003 to 07/2004, STRATECOM – Boulder, CO, USA

Account Manager, 02/2001 to 05/2003, The Integer Group – Lakewood, CO, USA

  Education

Bachelor of Science Degree: Communication Studies

Northwestern University - Evanston, IL, USA

  Additional Information

**Interests**

* Parenting, Traveling, Reading, Playing Musical Instruments, Running, Soccer, The Outdoors
* Former freelance music writer for www.kaffeinebuzz.com
* Former member of the Board of Directors for PHAMALY (Non-Profit Theater Group, Denver, CO, USA)

Excellent references furnished upon request.