

Nicholas R. Leaders

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EXECUTIVE PROFILE

VP of Sales | CPG Beverage & Spirits | National Accounts • Walmart, Kroger, Albertson's

Proven track record leading \$40M–\$60M+ businesses with full P&L ownership, delivering market share growth, margin expansion and disciplined execution across retail and distributor networks.

Expert in Joint Business Planning (JBP), category strategy and cross functional leadership. Known for building high performing teams and influencing senior stakeholders at top national retailers and distributors.

CORE CAPABILITIES

Omni-Channel Strategy & Execution • P&L Ownership • Joint Business Planning (JBP)
National & Regional Accounts (Walmart, Albertson's, Kroger, Hy-Vee)
Category Management & Shelf Strategy • Revenue Growth Management (RGM)
Forecasting & Demand Planning • Cross-Functional Leadership
Distributor & Route-to-Market Optimization • Team Leadership & Development

PROFESSIONAL EXPERIENCE

Atomic Brands | 2023–Present

Vice President of Sales | 2024–Present

- Led commercial strategy for \$43M+ portfolio delivering +21% YoY growth in a competitive RTD category
- Own full P&L including enterprise-wide pricing, trade investment and profitability; delivered +3% gross margin expansion while reducing trade spend 11%
- Built and scaled a 39-person sales organization, implementing KPI dashboards, forecasting discipline and execution standards across regions
- Served as senior commercial leader with Finance, Supply Chain and Marketing to drive execution, demand planning and align on innovation launches

- Developed data-driven forecasting and business review cadence (monthly/quarterly) to improve accuracy and decision making
- Strengthened distributor and retail execution across key partners including Reyes, SGWS and Breakthru Beverage Group
- Spearheaded the annual commercial planning process across National Accounts, Distributor work and field execution teams

Director of National Accounts | 2023–2024

- Directed national retail and distributor strategy across Grocery, Mass and Liquor channels; including Walmart, Kroger, Publix & Albertsons
 - Built and developed a Key Account Management team (6 direct reports)
 - Delivered +63% account growth and +72% distribution expansion through strategic selling and merchandising execution
 - Increased National Accounts mix from 8.6% to 13.6% (+5 pts)
 - Led Joint Business Planning (JBP), promotional strategy and assortment decisions with key retailers
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Sazerac Company | 2019–2023

Region Manager – Control States + Key Accounts | 2022–2023

- Delivered +6.7% growth vs. market +0.4%, gaining +1.2 share points
- Led regional execution strategy across multiple states and distributor partners

State Manager – Plains & Mountain Region | 2019–2022

- Managed multi-state territory (NE, ND, SD, MT, WY) delivering +23.6%, +48.0%, +14.6% growth over three years
 - Achieved 19.5% CAGR in brand contribution through improved distribution, pricing, and execution
 - Turned underperforming markets into top-tier performers through disciplined execution and distributor alignment
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Prestige Beverage Group | 2014–2019

Director of National Accounts – Walmart / Sam’s Club / C-Store | 2017–2019

- Led \$60M+ business across Walmart and Sam’s Club with full ownership of JBP, forecasting and promotional strategy
- Built C-Store channel strategy including Circle K, RaceTrac and Kum & Go
- Delivered consistent volume and revenue growth through pricing, merchandising and distribution expansion

National Account Manager – Walmart | 2016–2017

- Managed 100+ SKU portfolio (\$40M+), delivering +15% volume and +13% revenue growth
- Recognized as a top performing Walmart supplier (2017)

Regional Sales Manager / Brand Development Manager | 2014–2016

- Delivered +5% profit growth in a declining (-4%) market
- Grew key portfolios +28% and led successful U.S. product launches

Johnson Brothers Liquor Company | 2007–2014

On Premise Sales Manager | 2009-2014

- Delivered consistent double-digit growth (+20.6%, +11.5%, +10.5%)
- Led entire state On Premise strategy along with management of 17 reps
- Selected for leadership development (“Stars of Tomorrow”)

Gallo Sales Representative | 2007-2014

- Named Gallo Sales Rep of the Year

EDUCATION

Bachelor of Science, Business Administration – Marketing
Iowa State University