

BRIAN FERGUSON, MBA

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PROFESSIONAL SUMMARY

A results-driven sales and marketing leader with a demonstrated history of growing sales and share in the CPG and durable goods industries. Skilled in Market Planning, Revenue Delivery, Sales Strategy, National Account Management, Business Development and Retail Development. Graduate from Washington University, Olin School of Business.

AREAS OF EXPERTISE

✓ Sales Leadership	✓ Brand Management	✓ National Account Management
✓ Revenue Management	✓ Category Development	✓ Operations Management
✓ Client Relationships and Retention	✓ Team Leadership	✓ Sales Planning and Forecasting

CAREER HIGHLIGHTS

- Successfully developed products and services that have turned into multimillion-dollar revenue streams.
- Created and implemented distributor and retail sales execution programs, distributor structured sales processes, retail merchandising standards, time to sell and compensation models that out index non-implemented entities.
- Analytical and collaborative leader of associates and teams that have successfully ascended them into larger roles.

PROFESSIONAL EXPERIENCE

PABST BREWING COMPANY / NEW HOLLAND BREWING COMPANY

2016 – 2019

Brewer of America's most iconic beer brands since 1844 and brewer partner New Holland with their award-winning craft beers.

Area Sales Manager - Georgia – Atlanta, GA

Responsible for the profitable growth of Pabst and New Holland portfolios in Georgia.

- Motivated wholesaler sales teams to help become the #1 ASM in the U.S. for PBR EASY Independent Account distribution; 2018
- Led aggressive activation plans for New Holland Brewing brands; sales + 15.8%, distribution +11.5%; 2018
- Taco Mac "Beer of the Month" awarded to New Holland Brands; November 2018; chain sales increase +301%
- PBR "FAST START" winner for volume and trend gains; Q1 2017 and Q1 2018
- Region leading PBR distribution gains; Q1 2017 and Q1 2018 using an incentive called "Super Bowl Squares"
- PBR "Holiday Incentive" Winner for most merchandised 10+ case PBR displays; November - December 2017
- First place, Not Your Fathers "Mountain Madness" incentive; most placements and volume gains in region; Q4 2017
- Certified Cicerone Beer Server.

CENTIMARK CORPORATION

2011 – 2016

North America's largest B2B roofing and flooring contractor.

National Account Manager – Atlanta, GA

Managed a \$20M book of business; key clients included Mars PetCare, The Salvation Army, LifePoint Hospitals, Wayne Farms.

- Secured preferred vendor status with Wayne Farms and LifePoint Hospitals becoming their primary supplier for a 3-year cycle.
- Achieved record sales in territory, 2016.

Marketing Director – Atlanta, GA

Led the startup and management of the B2B marketing department.

- Designed and launched a bi-weekly email newsletter campaign with information and offers generating an incremental \$3M annual revenue stream.
- Implemented National Account electronic and calling campaigns increasing lead generation 300% and +20% conversion rate.

ANHEUSER-BUSCH INBEV, INC.

1991 – 2011

World's largest brewer, brands include Bud Light, Budweiser, Ultra and Stell Artois.

Director of Sales and Business Development – Atlanta, GA

Led a team of Sales, Marketing, Business, Pricing and IRI analysts presenting insight and recommended strategy to executives.

- Developed ULTRA distribution growth programs resulting in an average of +1.3 packages per store, +10,500 barrels annually.
- Created an "Assault the Vault" single serve distribution program to increase full portfolio coverage. Three-month program gained 27,246 new single serve placements in Southeast convenience stores and package liquor stores.

Region General Manager – Tampa, FL

Trusted advisor to the Region Vice President, day-to-day leader and mentor of region office team.

- Led the office team for the development of the region's annual price increase plan, annual sales and marketing plan.

Geographic Marketing Manager – Tampa, FL

Led marketing programs to drive in-store activation and conversion with national account chains and professional sports properties.

- "Michelob May Musicfest"; over 250,000 impressions in four weeks; sales increase +47%
- Created the "First Possession Payday" with Hess Convenience Stores, Southeast Grocers and the Tampa Bay Buccaneers. The sweepstakes program resulted in record Bud Family displays and sweepstakes redemption rates.

Senior Brand, Sales and Marketing Analyst – St. Louis, MO

Brand Management analyst providing insight, strategy and recommendations to Budweiser and Bud Light Brand VPs.

- Launched a drill-down process for Budweiser sales softness in the states of California and Georgia. Determined a price relationship irregularity for Bud Family 12-packs. Over 60% of the package mix in convenience stores was 12-packs, created a disadvantaged value and trade away to less profitable large packages with less pack-out. The relationship was corrected.
- Developed Budweiser “Rust Belt” marketing strategy for brand loyal markets improving declining trends +7%.
- Designed new package rollout strategy for the Budweiser Aluminum Bottle while facing capacity constraints. This created minimal out-of-stocks, strong on-premise consumer adoption and ultimately national expansion.

Sales Development Manager – St. Louis, MO

Development and implementation of sales, sales operations and marketing programs proven to improve sales and retail execution for the distributors and retail accounts.

- Developed sales tools in a nine step program called “IMPACT Selling” including; structured sales processes, retail merchandising standards, time to sell tools, route optimization, pay for performance programs and retail shelf-space programs.
- Successfully implemented “IMPACT Selling” programs, exceeding implementation quotas every year by 10.5%.

Region Price Manager – Charlotte, NC

Manage pricing analysis and planning for NC, SC, VA, WV and Washington DC.

- Develop “penny pricing” that took consumer prices to the exact penny, leaving no margin for retail slack.
- Instituted a two-part bi-annual price increase program to optimize profit while minimizing share loss.
- Created a process for minimizing wholesaler load-ins of product in FOBR states saving the company over \$90k annually.

Additional Anheuser-Busch Sales and Marketing Experience

- District Sales Manager – Frederick, MD
- Sales Representative – Montgomery County, MD
- Contemporary Marketing Team Representative – Boston, MA

MBA – General Management**Washington University in St. Louis; Olin School of Business**

- High Pass honors for thesis paper project titled; “Effectively Managing Out-of-Stocks, the Billion-Dollar CPG Problem”.
A detailed description of how RFID technology can help minimize out of stock products on retail shelves.
- EMBA Class 22 Mentor

BA – Management and Media Communications**Webster University**

- Advertising and Business Manager for the school newspaper; “The Journal”.
- Attained school record at the Journal for number of ads, ad space and gross revenue.