**Nigel C. Lobo**

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**Sales/Commercial Management Professional**

*Expertise in Competitive Beverage Distribution Markets in the Caribbean and North America*

Proven success leading product launch logistics, penetration strategies, and supplier/distributor cycles to drive sustained growth in sales, market share, revenue, and overall profitability. Served on executive decision-making committees requiring strong financial acumen, deep knowledge of Go-to-Market practices, and flawless execution of successful programming in multiple trade channels. Highly skilled at navigating the eco-political landscape of foreign markets.

**Core Competencies:**

Volume/Profit Growth | Six Sigma (Yellow Belt) | Brand Building | Sales/Program Management | Competitive Analysis

Market Strategy | P&L Management | Key Account Management | Product Development/Marketing | Pricing

Sales/Financial Forecasting | Demand Planning | Consumer Insights | Resource Allocation | Team Building | Distribution

Business Development | Merchandising

**Professional Experience**

**Sales Manager** | BANKS HOLDINGS LIMITED (BHL), Barbados | 2012 to 2018

*(Barbados' largest beverage conglomerate; member of AB INBEV group since 2015. Portfolio includes Banks Beer, Corona, Stella Artois, Guinness, Deputy, Coca Cola soft drinks, Pine Hill Dairy, Angostura portfolio and non-alcoholics)*

Served as a member of the senior Executive Management Committee; reported directly to country manager and management team in Dominican Republic and Panama. Tasked with achieving budgeted targets through sales revenue growth and cost management for both local and export markets. Negotiated with key national and global accounts on pricing, calendar programming, growth, product launches, and overall profit generation.

Managed the demand planning process with production planners from local and overseas suppliers to ensure optimum production, route efficiencies, and stock levels throughout the selling year.

* Improved the sales profitability of all portfolio products and managed sales division generating increased record profits for entire group of companies three years running. Helped increase BHL revenue turnover from $70 million (2012) to $103.5 million (2017).
* Increased beer market share from 62% (2012) to >90% currently in Barbados;
* Implemented effective sales tools and processes that boosted profitability from a negative EBITADA -$3.5 million (2012) to EBITDA $22.5 million (2017) as beer volume increased from 980,000 cases to 1.6 million.
* Successfully launched new beer SKUs, contributing to dominant market share in a competitive and mature Barbados beverage market.
* Managed route-to-market and sales drivers for SSD (including Coke brands), local and regional juice and dairy brands. Implemented effective sales and trade programs that continue to dominate the SSD market (80%) and Dairy (90%) market share.
* Drove overall export sales growth 21% and profitability >18% in 2017 through the North America, Caribbean, and European markets.
* Launched new sales methodology and route delivery options, creating a cost savings that generated positive company revenue (and continues today) ($3 million in first year in overtime (that continues today).

**Brewery Portfolio Manager** | STANSFIELD SCOTT USA, Oldsmar, FL | 2007 to 2012

*(Leading distributor of wines and spirits in more than 30 countries across the Caribbean)*

Managed 7 distributors on the US east coast and the BHL portfolio for North America including Beer and CSD; reported directly to CEO.

* Launched BANKS Beer into the USA market in key locations including New York, Florida, South Carolina and Georgia; interacted with all governmental agencies and distribution houses to gain relevant approvals.
* Worked closely with liquor control boards and retailers to drive volumes and meet targets, positioning BANKS as a staple brand with yearly growth trends.
* Achieved first-year revenues 5% ahead of budget with penetrations and sales continuing to grow outside of the initially targeted areas.

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**Sales/Portfolio Management Professional**

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**Professional Experience** (cont.)

**South East Regional Sales Manager |** DCI MIAMI, Miami, FL | 2005 to 2007

*(The exclusive United States importer for products from Carib Brewery)*

Reported directly to the President; interacted with all sector leaders to generate growth strategies. Introduced CARIB Beer into key distribution houses and identified new business opportunities that assisted in the growth of sales and penetrations.

* Increased CARIB beer sales and footprint across the entire SE USA by 45% in 18 months.
* Quadrupled division revenues over the first year as profits increased more than 200%.
* Expanded sales including key national on-premise accounts and national chain supermarkets and C-stores.

**On Premise Manager - DIAGEO USA |** GUINNESS UDV/DIAGEO, Alpharetta, GA | 1997 to 2005

*(Guinness UDV was the trading division created during the merger of Guinness PLC and Grand Metropolitan and responsible for the brewing, wine and spirits operations)*

Executed marketing strategies with key distribution and 3rd party reps. Built relationships with key distribution personnel and negotiated programming with both regional and national accounts. Trained distributor salesforce in brand-building initiatives and managed trade spend in line with budgeted amounts.

* Achieved sales budgets every quarter and increased new draft accounts by >180% in first year.
* Launched new SKUs and products successfully including Smirnoff Ice, Smithwicks and Red Stripe in key on-premise accounts across the state.

**Additional**: Managed P&L and brewery partners in key licensed-brewed markets including Barbados, Guyana, St. Lucia, St. Vincent, and Grenada for DIAGEO Caribbean. Increased Guinness sales by more than 60% over five years. Implemented and executed promotions across the entire southern Caribbean.

**Education**

* **BBA Degree in Marketing** | FLORIDA ATLANTIC UNIVERSITY
* **AA Degree in Business Management** | BROWARD COMMUNITY COLLEGE
* **Financial Management** | HARVARD BUSINESS SCHOOL

**Recommendations**

*“Nigel is very detail-oriented and can provide his clients the pertinent information they need when making purchasing decisions. His understanding of the beverage industry sets him apart from anyone else.”*

~**Sales/Customer Service Professional**

*“…It is obvious why [Nigel] is so successful. His ability to identify qualified resources allows him to execute his objectives with precision and effectiveness. His work ethic and focus on success drives the people he works with internally and externally to be better at what they do.”* ~**Director of Corporate Accounts**