### BRIAN FORD

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#### SALES AND MARKETING LEADER

Sales and Marketing professional with a top-preforming track record of meeting and exceeding sales goals by identifying opportunities, developing strategic and tactical plans, managing sales teams, cultivating relationships with national accounts (on/off premise) as well as collaborating with distributor networks to achieve short and long-term corporate objectives.

### SPECIALTIES

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| Leading and Motivating Teams | P&L Management | Strategic and Tactical Planning |
| Distribution Management | Launching new Products | KPI Management |
| Formal Presentations | Pricing Management | Sales and Operations Forecasting |
| Market & Competitive Analysis | Relationship Sales | National Accounts Management |

**EXPERIENCE**

**Campari Group**

**NorCal State Manager –** October 2017 – November 2018

Responsible for entire NorCal P&L contributing 330,000 9L cases and over $35mm in revenue (2nd Largest Market in US) managing a Team of 4 General Market District Managers as well as the Southern Glazers Northern CA General Market and Chain Team.

* **Accountable for planning, tracking & management of all NorCal Discount and Tactical Budgets to produce the best possible Financial delivery to Campari Group America** 
  + Execute Monthly Leadership meetings with SGWS Sr. Leadership to align on progress against plan & R&O
  + Collaborate regularly with Corporate and Regional Campari Group leadership to review business performance, P&L forecasts, Marketing, and Trade Marketing programs, Inventory Management
  + Work closely with SGWS Chain Teams and plan out pricing models, programming and new item presentations
  + Lead and develop local team of 4 General Market Combo On/Off Premise DM’s

**Treasury Wine Estates**

**Strategic Accounts Director - CA –** October 2014 **–** October 2017

Responsible for all Chain business (10Direct Reports) as well as Southern Glazers CA Chain Team of 12 Account Executives and 250+ merchandisers statewide. The CA Chain business represents over 2mm cases of wines sales contributing 17% of the National Volume and 22% of the National Value to the TWE F17 Plan

* **Accountable for tracking & management of all CA Chain Budget and Financials in order to deliver TWE CA P&L:**
  + Developed and implemented CA Chain Forecasting tool which provides bottoms up forecasting for each chain with consistency of 2%-5% variance since inception Sept 2015
  + Accountable for F17 Trade Discount budget $55mm and A&P budget of $15mm.
  + Bottoms up pricing management internally to manage against GP Thresholds
  + Collaborate with Brand, DTC, Supply, & Finance to optimize supply and sales efficiencies
  + Delivered Full Year F17 Growth in CA Chains of +7% Depletion Growth .vs PY with Total Sales of 2mm cases
  + Exceeded First Half Fiscal 2016 Plan for CA total business by delivering +14% Value growth.
  + Exceeded Full Year Fiscal 2016 CA Plan for CA Chain business by delivering 104%. Over-delivery generated upside for shortfall of broad market miss enabling Total CA to deliver 101% of Full Year Plan
  + Delivered +7% Growth in depletions 2.2mm cases in CA chains in F17 Total CA in a category trending -10%

**Diageo NA, Catalyst Division, Control Markets**

**Commercial Director –** 2011-2014

Responsible for Catalyst Brand’s P&L contributing 500,000 cases of spirits & $160mm to overall Control Division. Catalyst Brands represented approximately 15% of Total Control P&L. Catalyst Portfolio Included: Single Malt Scotch, George Dickel Whisky, High Energy Brands, Innovation Whiskey, and 20+ other Brands

* Delivered 94% Depletions and 101% of Profit Target for Fiscal 2014
* Delivered 97% Depletions and 99% of Profit Target for Fiscal 2013
* Over-delivered Profit Target by plus 3.7% for Fiscal 2012
* Managed +$3mm Advertising/Promotion and $50mm trade discount budget
* Served on Task force to renovate George Dickel Brand
* Directed and provided funding approval for all promotional programs serving Central Catalyst Marketing to the Control Division
* Developed new budget management, program generation, and measuring and evaluation processes within the Control East & West Divisions to ensure clear lines of accountability

**DIAGEO CHATEAU & ESTATE WINES** (DC&E)

**Region Market Manager,** Napa, CA, 2006–2011

Responsible for development of annual marketing plans, sales and pricing strategies by channel to grow volume and market share. Provided training and leadership to wholesale network, measuring sales execution with a goal of continual improvement.

* Managed 20+ distributors across 20 states (including 5 control states)
* Accountable for $7mm in GP contribution (Fiscal 2011) and grew value by 3%
* Delivered 92% of plan**– Best Performing Region in Country for Fiscal 2011**
* Conducted sales presentations with key buyers at national, regional, and independent retail chains
* Evaluated new wholesalers to determine market opportunities and generate sales forecasts
* Developed chain sales promotions and programs to increase depletions at retail chains and increase variety of brands and product lines premise

**BACARDI USA**

**District Manager,** Bay Area, CA, 2004–2006

Promoted to Spirits side of Bacardi (5th largest market). Managed off-premise sales which represented 50% of total Northern California Depletions; 2,500 retail accounts, 120 person Young’s Market Co. sales

* Partnered with Young’s senior managers to develop market-specific programming and YMCO Off-Premise sales teams and key accounts to drive depletions and distribution.
* Educated key accounts effective tactics (pricing, ads, programming, etc.) to capture the core consumer and leverage incremental market share.
* Developed high-impact sales promotions for on and off-premise sales channels.
* Utilized Nielsen ratings, Data Alchemy, Spectra data, & Oracle sales analyzer to enhance and adjust depletion strategy.
* Achieved record growth rate of +5.4% .vs prior year.

## EDUCATION AND TRAINING

B.A. in English; minor in Communications, Clemson University, Clemson, SC, 1994