

Executive: Sales and Marketing

Sales Increases up to 300% | Key Retail and Non-Profit Alliances | Sales and Merchandising Awards

Transforming under-performing territories with novel campaigns backed by cross-functional buy-in.

Account and relationship management expert who ignites sales and maximizes marketing ROI by creating and/or adapting campaigns to be relevant for specific markets, regions, and sales cultures. Demonstrated ability to foster trust among partners, customers, and internal stakeholders, recognizing and finding synergies within each group's needs. Effective manager who leads by example, going out on the front lines and "making it happen." Use creative marketing approach—backed by solid sales strategies—to build consensus, raise revenue, and win long-term brand loyalty.

Professional Performance

JACK DANIELS (Brown-Forman Corporation)

1993–Present

West Coast Division Marketing Manager / Field Marketing (San Diego, CA, 2008–Present)

Recruited to bridge the gap between Sales and Marketing as marketing strategy shifted to become more region-specific, an effort to reverse downward market share trend. Create and execute region-specific promotions, adapt national campaigns for regional use, and maximize marketing ROI by aligning Sales Team with corporate goals.

Perform qualitative and quantitative evaluation of programs against budget and marketing goals. Executive accountability for recruitment and performance of market managers, brand ambassadors, and administrative staff. Territory includes CA, AK, and HI. Direct 4 reports and \$12M marketing budget with P&L responsibility.

Representative projects and results:

Regional Buy-In for National Campaign: Engaging Sales Team and Consumers

Jack had invested significant resources, and its reputation, in supporting a post-9/11 New York-based fund for firefighters. The initiative was not gaining traction with West Coast sales teams or consumers. Conceived and developed *California Firehouse Cookbook*, gathering recipes and inspiring stories that resonated with the market. Designed complimentary sales/merchandising strategy to encourage in-store book sales, the proceeds of which went to fund local firefighters who needed help. All recipes incorporated Jack Daniels, and each book included a tear-out coupon for product. 100% of proceeds went to firefighter charity.

- Won early buy-in from initially skeptical sales teams who enthusiastically evangelized for displays in their accounts.
- Netted \$15K+ and significant public awareness for the Terry Farrell Foundation.
- Campaign, designed for big chains, was embraced by local liquor stores who wanted to show support for the community.

Stater Bros.	80 Stores
BevMo	25 Stores
Ralphs	11 Stores
Community Liquor Stores	40+ Stores
Total	156+ Stores

Marketing as Practical Sales Tool

Partnered with Live Nation, embedding Jack brands at Hollywood Palladium and Wilton Theater, building Hornitos Lounge at the Palladium.

- Built Live Nation into one of the largest accounts by end of 2009.
- Engaged sales team by encouraging them to invite customers to concerts, strengthening relationships through experiencing the product in a different environment.

From Sterile to Visceral: Making the Most of a High-Profile Event

One of Jack's most expensive, visible marketing events, a NASCAR party at the racetrack, had a reputation within Sales for being ineffective. It was set in a trackside suite that was sterile and dulled the NASCAR experience. Transformed event into trackside tailgate party, bringing in Jack mobile home, bar, and racecar simulators. Invited firefighters and military families along with executives, top clients, and sales reps.

- Received rave reviews from clients, reps, and executives who praised it as the best program they'd ever been to.
- Integrated NASCAR, Terry Farrell, and Operation Homefront initiatives in the minds of Sales Team and clients.
- Cut \$35K in expenses by changing format from suite set-up to trackside tailgate.

Continued...

JACK DANIELS (Brown-Forman Corp.) West Coast Division Marketing Manager / Field Marketing Continued**Surf Tag: Leveraging Existing Program to Make Big Waves with Young Adults**

Tapped into Californians' love of surfing by importing Jack Daniel's Australian-market Surf Tag initiative. Brought in company surf team and hosted 5 competitions along the coast.

- Generated massive public exposure with events drawing large crowds, counteracting perception that Jack Daniels was not relevant to Gen Y consumers.
- Maximized opportunity by selling special displays and hosting publicity events at local stores and bars.

Senior Area Manager (San Diego, CA, 1995–2008)

Chosen to develop new position, managing an area that had never realized its full sales potential. Built relationships with distributors, sellers (on- and off-premise), and target communities.

- Built true business partnership with distributors, instituting first-ever monthly meetings with distributor branch manager and district managers to plan sales goals.
- Made Jack products the easiest for distributors to sell, meeting weekly with their sales teams to instill detailed product knowledge about key brands and teach them cocktail suggestions to offer to on-premise accounts.
- Elevated Absolut vodka to the #1 choice of gay community, the demographic that drank the most vodka. Got Absolut on menus at key on-premise locations and became active part of community, sponsoring events such as Absolut Mardi Gras.
- Grew San Diego business to 25% of Southern California revenue with many top-producing accounts, despite competing with larger L.A. market.
- Met stretch sales goal for overlooked, high-end Vox vodka brand by creating a contest among local on-premise accounts. Some accounts quadrupled in volume and Jack Global requested a white paper and presentation on how to duplicate success.
- Earned title of 2004 Sales Rep of the Year based on cases sold, program development, brand development, number of distributor/client education events, etc.

Priority brands with Top-15 S. California Status, 1995	Zero of 3
Priority brands with Top-5 S. California Status, 1996–2008	3 of 3

Merchandiser/On-Premise Account Manager, East Bay (Oakland, CA, 1993–1995)

Hired based on promotional talent demonstrated as a bartender, circumventing usual prerequisite of 3+ years' distributor experience. Quickly entrusted with additional responsibility for 25 on-premise accounts. Established and nurtured relationships with chain retailers such as Safeway, Vons, and Albertsons. Built displays and executed shelf merchandising.

- Won Merchandiser of the Year Award first year in position, ahead of more experienced colleagues.
- Won merchandising competition by working with distributor to build display with the best concept to hold the most inventory and display the most SKUs. Resulting ski chalet display held 1000 cases and 20 brands.

Personal Statement

As a former swimmer, basketball player, personal trainer, and body builder, my background in health- and athletic-related pursuits has meant success for my company. I have a competitive drive that enables me to push hard when immediate results are critical while understanding the value of long-term planning to accomplish ambitious goals. My continued interest in running, weightlifting, and healthy eating makes me a passionate advocate for anything that helps people perform at their best.