

FOOD & BEVERAGE LEADER

Problem solving, collaborative leader whose teams optimally perform by synergizing efficiently balancing existing work flows with newly created strategic systems and processes that enable the company to grow sales from \$100m to \$200m. Promotes and inspires positive, growth mindsets that increase team morale and allow for creative problem solving across all verticals of the organization.

- Cross-functional leader
 - Strategic problem solver
 - Systematic & creative thinker
 - SME in negotiaton techniques
 - Selfless team player
 - Team and relationship builder
 - Expert communicator
 - Process creator & driver
 - Data storyteller
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PROFESSIONAL EXPERIENCE**SUPER COFFEE** - Austin, TX**12/2019 – Present**

Super Coffee is the fastest growing company in Food and Beverage with 140 employees and approximately \$160m in revenue. The company sells its enhanced coffee products through the Anheuser-Busch distribution network.

Brand Operations Director, Sales Excellence**08/2020 – Present**

- Incorporated a **\$500m** hyper growth startup into the largest CPG company in the world with a **\$175b** market cap through negotiating a **Master Distribution Agreement** and streamlining communication by connecting company senior leadership, leading weekly meetings, and leveraging **Anheuser-Busch's** technology and data platforms.
- Partnered with National Accounts team to generate **\$13.2m** of revenue by building an optimized **route to market strategy** for profitability through distribution increases and national retailer launches at **Walmart & 7-Eleven**.
- Generated **\$1.2m** in logistics and payroll cost savings through building a **Centralized Distribution Model** enabling product to be picked up from our warehouses instead of shipping to **350+** distributors nationwide.
- Consolidated **251** distributors nationwide including Heidelberg Distributors, Hensley Beverage, and Eagle Rock Company over the course of 12 months by conducting introductory calls, negotiating pricing, getting purchase orders, and tying stores in their markets.
- Executed **6 Route to Market Transitions** in Illinois, Wisconsin, Missouri, California, Washington & Oregon by analyzing sales data, buying out contracts and negotiating termination fees for 43 distributors totaling over **\$850k**, effectively improving our distribution service in those markets.
- Created a comprehensive internal and external incentive strategy to increase sales and close distribution voids through a gamified process which created competition and generated **\$1.25m** in revenue with a **38,000%+ ROI**.
- Coordinated meetings with Senior Leadership at **26** key distributor partners in **18** cities across the United States to discuss the state of the business and strategize on improvements effectively increasing partnership equity and sales.

- Received **COACH of the Year** Award for curiosity, optimism, ambition (accountability), compassion and humility.

Wholesale Manager, eCommerce

12/2019 – 08/2020

- Hired as part of the founding team and grew the wholesale customer base **837%** by conducting **50** cold calls per day and negotiating pricing with new customers.
- Developed a new business development strategy to promote our wholesale platform at **507** SMB companies by sending onboarding gifts including samples and marketing materials increasing brand awareness and helping them sell product.
- Increased sales by **510%** in eight months by creating a promotion strategy based on a 360-marketing plan capitalizing on seasonality, data/insights, & trends.
- Managed brand partnership with **Barry's Bootcamp** totaling **50+** Barry's locations nationwide and negotiated an exclusive contract mandating specific Super Coffee products at all their Fuel Bars.
- Increased **Walmart.com** sales **191%** in four months through strategic roll backs leveraging digital marketing KPI's such as click through rates, cost per click and conversation rates.
- Completed **250+** customer service tickets per week by correcting shipment errors and sending replacement orders for damaged product in transit, **effectively** increasing customer loyalty.

PROFESSIONAL AFFILIATIONS & CERTIFICATIONS

Private Equity, M&A, And Venture Capital Investments Group
NYU Stern Private Equity Club
Property & Casualty Insurance License
Colgate University Alumni
Mixology Certified

EDUCATION

COLGATE UNIVERSITY, Hamilton, NY

B.A. – Economics; Minor: Political Science

Graduated

RELEVANT SKILLS

Metrics and Analytics: VIP, SRS, Excel, SPINS, IRI, Power BI
Favorite Tools: Shelvespace, VIP iDig, PowerBI, Slack, Happeo
Languages: English, Spanish

PERSONAL INTERESTS

Football | Reading | Strength Training | Investing | Golf | Chess | Volunteering | Mixology