

Contact

+18608401409 (Mobile)
john.leone.usa@gmail.com

www.linkedin.com/in/johnleone
(LinkedIn)
www.HeinekenRegatta.com
(Other)
www.GreenSpringinfo.com (Other)

Top Skills

Mergers & Acquisitions (M&A)
Acquisition Integration
FMCG

Publications

Poems for an Awesome! Life

John Leone

Managing Director | Marketing, Beer, Beverage Expert | Growth Strategist | Large-Scale Events & Brand Architect | Caribbean & Global Markets

Miami-Fort Lauderdale Area

Summary

I'm a commercial strategist, event architect, and brand builder with over 20 years of experience driving growth in the beer, beverage, hospitality, and event sectors—ranging from launching a craft brewery and boutique hotel to leading initiatives with global powerhouses like Heineken and Walmart.

Throughout my career, I've led dynamic teams, shaped go-to-market strategies, built iconic brand experiences, and launched high-impact commercial campaigns. I specialize in connecting business strategy with consumer passion — whether revitalizing a beachside hotel, scaling a craft brewery, orchestrating world-class music festivals, or integrating beverage distribution portfolios across Caribbean markets.

Career highlights include:

- ✓ Achieving over 600% revenue growth in beverage operations
- ✓ Development of St. Maarten's first craft brewery (Pelikaan Brewery)
- ✓ Producing major live music events like the St. Maarten Heineken Regatta
- ✓ Reimagining the historic Seaview Beach Hotel into a modern, multi-experience hospitality concept
- ✓ Leading commercial strategy for Heineken across the Caribbean and global markets

I thrive at the intersection of commercial excellence, creativity, and operational execution — from P&L optimization to brand identity design, merchandising, and event activation. I have Multi-country experience supporting teams and stakeholders across Europe, Asia, the Americas, and the Caribbean — always bringing a solutions-oriented, high-performance mindset.

Beyond business, I'm passionate about art, sports, beer, writing and crafting memorable experiences and stories that move people.

Let's connect — especially if you're passionate about brand growth, events, beverages, or experiential marketing.

Experience

GreenSpring Management & Marketing Solutions

Managing Director

February 2010 - Present (15 years 11 months)

Caribbean Nations

Open for Challenges.

Director of company providing Operations and Marketing support for small, midsize and large companies.

Works with organisations to improve operational performance, realize new revenue pools and develop dynamic logo, branding, merchandising and marketing campaigns. Versatile and able to manage multiple responsibilities simultaneously.

St. Maarten Heineken Regatta

Event Producer

March 2005 - July 2024 (19 years 5 months)

Sint Maarten

Working in collaboration with the St Maarten Yacht Club (SMYC), Heineken, and international & local partners, I have been blessed with the opportunity to Lead the On-shore Operations of the regatta event: (Musicians, Stage, Light, Sound, Merchandising, Programming, Packaging, Hospitality, VIP, Vending, Marketing Activations, Security etc.).

I have also sat on the Steering committee and the Board of Directors of the SMYC and its Regatta foundation since 2005.

The team I work with is second to none.

International Liquors and Tobacco

Commercial Director

January 2010 - April 2018 (8 years 4 months)

Sint Maarten

Heineken

8 years 10 months

Managing Director Heineken St. Maarten
May 2005 - December 2009 (4 years 8 months)

International Merchandising Manager
August 2003 - May 2005 (1 year 10 months)

International Marketing Manager: Off Premise Retail
March 2001 - August 2003 (2 years 6 months)

Kohls
Store Operations
2000 - 2001 (1 year)

Wal-Mart
Store Operations
1993 - 2000 (7 years)

Kraft General Foods
Marketing Research
January 1993 - August 1993 (8 months)

Education

University of Connecticut School of Business
Bachelor of Science (B.S.), Business Administration and Management,
General, Marketing · (1988 - 1993)

INSEAD
Executive Management Course · (2006)

Harvard University
Executive Management Course · (2003)

University of Connecticut
Bachelor of Science (B.S.), Business Administration , Management &
Marketing · (1988 - 1993)

University of Connecticut
Bachelor of Business Administration - BBA