
ADAM KOST

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Professional Profile

Dynamic and driven Business Management professional with a diverse and progressive background in sales, marketing, finance and business development initiatives for leading national and global organizations. Tech-savvy market analyst and an identifier of opportunities, trends and consumer insights. An innovative and resourceful individual brings a proven track record of developing and implementing strategic marketing plans which exponentially increase business portfolios and profits while securing a competitive market advantage. Innate leader and talented problem solver who is driven to continuous self- and team improvement and to set new, high-standards for quality, service and organizational goals. Award-winning top performer thrives when the learning curve is steep and the stakes are high.

Areas of Expertise

- Competitive analysis
 - Sales and marketing
 - Digital marketing
 - Product lifecycle management
 - Team leadership and mentoring
 - Program development
 - Strategic planning
 - Full Stack Web Development
 - HTML, CSS, JS, PHP, Mongo, MySQL, React
 - Financial administration and budgeting
 - Channel/Partner management
 - Vendor/Distributor and Stakeholder relations
 - Agency management
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Experience

Global eCommerce Lead Anheuser-Busch - In Bev

01/2016 to 03/2017
New York City, NY

- Branded and launched five global e-commerce stores in 2016 and surpassed revenue goals by 25%.
- Managed, educated and motivated a team of seven assortment and sourcing professionals.
- Defined the organization's assortment and pricing strategy across the company's e-commerce divisions and store concepts.
- Headed division's global partnership strategy and negotiated agreements with over 30 high-profile partners.
- Led the creation of a supply chain capability that solved a company-wide problem and opened LCL product availability to foreign markets.
- Implemented global assortment methodology which utilized internal and 3rd party data sources to measure performance and gaps.
- Directed strategic initiatives which addressed key selling occasions and provided consumers solutions to achieve 180% growth.
- Rolled-out capability toolkits for deployment teams, new hires and sourcing team members.

National Commercial and Trade Marketing Manager Pernod Ricard

05/2013 to 01/2016
New York City, NY

- Defined marketing strategies and business plans for all whiskey, rum and specialty brands.
- Grew Irish brands by 35% reaching the 2M case milestone; grew Rum brands by 4% in a declining category.
- Produced the first generation of Single Malt Whiskey programming which increased volume by 40% in target channels.
- Managed mobile product applications for in-bar whiskey tastings, facilitating over 20K customer experiences.
- Executed integrated partnerships with Movember and Jameson which resulted in 540 participating accounts, 12MM impressions and secured over 200K in charitable donations.
- Implemented and evolved high-impact digital marketing strategies to target new consumers at lower costs, reducing sampling expenditures by 75%.
- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Developed and executed six integrated marketing plans each quarter.
- Analyzed performance of all marketing programs to identify the best opportunities for optimization.
- Authored creative and engaging briefs for internal and external agencies.

Sr. Brand Innovation Manager
Heineken USA

01/2013 to 05/2013
New York City, NY

- Led concept development and organized sales and operations resources for innovation brands.
- Partnered with internal stakeholders to define marketing, packaging and liquid requirements.
- Evaluated ROI and P&L projections.
- Identified and validated portfolio gaps and product opportunity areas for business based on target consumer insights and competitive landscape.

National Trade Marketing Manager
Heineken USA

06/2011 to 01/2013
New York City, NY

- Penetrated target retail channels through strategic planning, competitive analysis, pricing, advertising, collateral, promotions, trade shows and communications.
- Built an industry first B2B e-commerce platform which delivered content, menu solutions and hard goods to over 2K key customers.
- Created award-winning programs, strategies and sales tools from concept to completion, resulting in greater team efficiency and effectiveness.
- Drove volume 35% by delivering effective sales presentations and programs for high-profile national accounts and distributors.
- Partnered with a sales team of 11 national account managers.
- Created and directed annual customer plans and programs for the National Account channel which resulted 11% growth rate.
- Awarded Supplier Of The Year by Buffalo Wild Wings for sales growth of 156K cases.
- Conceptualized and wrote project briefs to support customers and internal stakeholders.

Market Manager
Heineken USA

01/2009 to 06/2011
Los Angeles, CA

- Managed daily, tactical and long-term strategic activities across five high-profile distributors.
- Compiled and synthesized relevant business data, including financial, performance, execution and marketing programs.
- Coached and mentored more than 100 distributor staff members by informing, educating and motivating them to focus on HUSA brands.
- Finished 2010 with the highest trends in Southern California for Dutch at 6.9% and Mexican portfolios at 6.14%.
- Achieved Red Star Award winner in 2010 for top sales growth in the US.

Regional Sales Manager
Heineken USA

02/2006 to 01/2009
San Diego, CA

- Delivered outstanding 2009 year-ending results, including growth of Dutch Portfolio by 18% and Mexican Brands increase by 35%.
- Grew Orange County Dutch Portfolio by 9% and Mexican Brands by 39%, in 2007.
- Appointed member of the Internal Sales Council at Heineken USA.
- Launched Heineken Premium Light in 2006 and led all Southern California wholesalers in sales.
- Received Most Valuable Channel Manager Award in 2006.

Education

Bachelor of Science: Hospitality Management
Johnson and Wales University

Providence, RI, USA

Associate of Arts: Culinary Arts
Johnson and Wales University

Providence, RI, USA

Certification: Full Stack Web Development
University of Texas

Austin, TX, USA