
ADAM KOST

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Professional Profile

Dynamic and driven Business Management professional with diverse and progressive background in sales, marketing, finance and business development initiatives for leading national and global organizations. Tech-savvy business and market analyst and identifier of opportunities, trends and consumer insights. Innovative and resourceful individual brings proven track record of developing and implementing strategic marketing plans which exponentially increase business portfolios and profits while securing competitive market advantage. Innate leader and talented problem solver 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
 - Product lifecycle management
 - Team leadership and mentoring
 - Program development
 - Strategic planning
 - Opportunity identification
 - Cost control
 - Financial administration
 - Channel/Partner management
 - Vendor/Distributor and Stakeholder relations
 - Exceptional communication abilities
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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.

Beverage Director
Marriott / N9NE Group

08/2004 to 02/2006
Las Vegas, NV / San Diego, CA

Drove sales revenues in excess of \$5M during first year of operation.
Developed marketing programs to create local community and industry awareness.
Increased beverage revenue month over month by 83%.
Reduced beverage costs by 21% over three departments.

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

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