
ADAM *KOST*

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PROFESSIONAL EXPERIENCE

- Global eCommerce Lead (Disruptive Growth)** Anheuser-Busch - In Bev / Zx Ventures — New York City, NY 2016 - 2017
- Led global strategy across the deployment of 7 eCommerce platforms located in Asia, Europe, and LATAM. Exceeded over delivered revenue targets.
 - Managed a team of 7 international managers. We beat target margins by 5%, secured over 100 international partnerships, and reduced spoilage by 65%.
 - Built the organizations first low quantity logistics system. The team delivered on time, under budget, and exceeded cost, quality, and speed KPIs.
- National Commercial and Trade Marketing Manager** Pernod Ricard — New York City, NY 2013 - 2016
- Led the development of annual portfolio strategies for the whiskey and rum categories. The categories grew 35% and 4% respectively.
 - Managed development/ deployment of national mobile products and media partnerships. Drove 200k conversions and reduced cost per sample 75%.
 - Championed Movember retail partnership that resulted in 540 participating customers, \$200k+ donations, and grew the brand by 65%.
 - Championed a new consumer sampling/education and trade advocacy model. Our team reduced cost per sample by 50% and increased sales by 35%.
- Sr. Brand Innovation Manager** Heineken USA — New York City, NY 2013 - 2013
- Led the development, commercial strategy, and execution of 3 innovation brands. The products generated \$20mm in incremental revenue.
 - Developed the 1, 5, and 10 year innovation road map with executive leadership. Twelve of twenty concepts have been executed by the company.
- National Trade Marketing Manager** Heineken USA — New York City, NY 2011 - 2013
- Led the development an industry first B2B e-commerce platform. Distribution and volume grew by 40% and 12% respectively.
 - Won a gold Canne Lion for the 2013 "Most Interesting Man in the World Cinco De Mayo Campaign". The campaign led to 18% period growth.
 - Awarded Supplier of The Year by Buffalo Wild Wings for creating collaborative marketing plans that generated \$15mm in incremental revenue.
- Market Manager** Heineken USA — Los Angeles, CA 2009 - 2011
- Managed, informed, educated, and motivated 100+ distributor staff members. The team led Southern California with portfolio growth of 6+%
 - Led the ABP process with 5 high profile wholesalers. We won the Heineken USA Red Star Award in 2010 for top annual sales growth in the US.
- Regional Sales Manager On-Premise** Heineken USA — San Diego / Orange County, CA 2006 - 2009
- Designated "Role Model" by c-level. Appointed to the the Internal Sales Council where I innovated process, strategy, and leadership programing.
 - Led wholesale and retail partnerships to Dutch and Mexican portfolio growth of 18% and 35% respectively. Awarded "Most valuable RSM" in 2006.
- Beverage Director** Marriott International — San Diego, CA 2005 - 2006
- Led the development and launch of a Marriott test concept. We generated over \$1mm in revenue during the first 4 months of operation.
 - Managed assortment and promotional strategy in partnership with procurement and distributors to beat our monthly target pour cost by 4%.

EDUCATION

- University of Texas** — Austin, TX September 2017
Certification: Full Stack Web Development
- Johnson and Wales University** — Providence, RI August 2004
Bachelor of Science: Hospitality Management & Associate of Science: Restaurant Management
- Lecture hospitality students 3 times per year on campus and advise on curriculum
 - Annual guest speaker in conjunction with the university at the Nightclub and Bar Show

VOLUNTEER AND ORGANIZATIONAL EXPERIENCE

- Operation BBQ Relief**
- Support CMO with marketing and fundraising strategy across the trade, event, partnership, and Crowdrise verticals
- Owls Brew**
- Advisor, helped the founders launch Owls Brew Raddler and secure Series B funding
- Live Oak Capital**
- Investment Consultant
- Taphunter Technologies**
- Advisor and former Chief Innovation Officer, support team on product feature roadmap and eCommerce expansion strategy
- West Virginia University**
- Co-Captain Men's Rowing Team
 - Founder and Treasurer Pi Kappa Alpha Fraternity

OTHER SKILLS AND INTERESTS

Web Development: Fluent in HTML, CSS, JS, JQUERY, React, React Native, MySQL, MongoDB, NodeJS, WordPress, PHP
Analytics: Google Analytics, Tableau, Periscope, MailChimp, Nielson, IRI, Spectra, Catalina
Interests: xenophile, coffee, surfing, ukulele, cook book writing, cryptocurrency, skiing, scuba diving, rock climbing, alpine climbing, architecture, design

