

ADAM KOST

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PROFESSIONAL EXPERIENCE

ANHEUSER-BUSCH - IN BEV / ZX VENTURES

New York, NY

Global eCommerce Lead

2016 - 2017

- Managed \$16M direct-to-consumer international ecommerce business unit specializing in beverage alcohol. Responsible for leading the marketing strategy, assortment strategy, and product roadmap for 5 new sites in 7 countries. Exceeded revenue targets by 25%.
- Led a team of 7 international sourcing managers. The team negotiated and secured over 100 international supplier partnerships and installed a dynamic forecasting model. Surpassed our target profit margin goals (35%) by 5% and reduced inventory spoilage by 65%.
- Developed the company's first LCL supply chain network that transports internal and external beer shipments across five continents. Organized and led a cross functional team of experts. Delivered the project on time and exceeded cost, quality control, and timing objectives.

PERNOD RICARD

New York City, NY

National Commercial and Trade Marketing Manager

2013 - 2016

- Led the development of annual brand strategies and programming for the whiskey and rum categories that optimized retail spend, digital marketing, promotions, and events. Grew sales volumes by 35% and 4%.
- Managed product development/ deployment of digital sampling applications. Resulted in 80k consumer samples and reduced sample costs 75%.
- Spearheaded the Movember and Jameson retail partnership in 540 retailers. Raised \$200k in donations and increased sales volume grow by 12%.
- Renovated Irish Whiskey on premise strategy. Eliminated outdated sampling tactics, installed commercial KPI's, and hired a team of 32 junior brand ambassadors. Resulted in 32% growth in target accounts.

HEINEKEN USA

New York City, NY

Sr. Brand Innovation Manager

2013 - 2013

- Led the internal gating process, commercial strategy, and execution of 3 innovation brands. Managed a \$5M budget to develop creative, conduct consumer research, design packaging, and execute retail marketing programs. Launches generated \$20M in incremental revenue.
- Received executive board approval of the 5-year innovation road map. Collaborated with brand, finance, legal, and sales teams to deliver influential consumer data, retailer insights, competitive analysis, and financial projections to influence the c-suite.

National Trade Marketing Manager

2011 - 2013

- Led the creation of an industry first B2B eCommerce platform. Managed the development of content, point of sale, and printing resources products. The platform increased distribution and volume in target accounts by 40% and 12% respectively.
- Championed the planning of the 2013 Dos Equis Cinco De Mayo retail campaign. Influenced the market to extend the holiday at retail an additional week with sales data, creative, and consumer/shopper insights. The campaign delivered volume growth of 18% vs an aggressive 35% prior year cycle.
- Awarded Supplier of The Year by Buffalo Wild Wings for creating marketing plans and experiences that generated an incremental \$14M in revenue.

Market Manager / Regional Sales Manager — Los Angeles, CA

2009 - 2011

- Indirectly managed 100+ distributor sales managers. Defined 30, 60, and 90 day objectives, surveyed results, and coached sales management. Achieved the best Southern California trends with portfolio growth of 6% on a base of 2M cases.
- Led the ABP process with 5 high profile wholesalers. Used fact based data and marketing strategy to influence executive leadership. The wholesalers won the Heineken USA Red Star Award for top annual sales growth in the US.
- Designated "HUSA Role Model" by C-Suite. Was appointed to the Internal Sales Council where I led process innovation strategy and mentorship projects across the organization.

VOLUNTEER EXPERIENCE

OPERATION BBQ RELIEF

National

Marketing Lead

August 2017-Present

- Work directly with the CMO on marketing and fundraising strategies focused on increasing donations, and improving "meals per dollar" investments.

EDUCATION

University of Texas

Austin, TX

Certification, Full Stack Web Development

Sept 2017

Johnson and Wales University

Providence, RI

BS: Hospitality Management & AS: Restaurant Management

August 2004

- Guest lecturer. I share industry insights, expertise, and career guidance with students relative to course subject matter.
- Selected by the university to speak at the annual Nightclub and Bar Show in Las Vegas, NV on industry trends.

ADDITIONAL INFORMATION

- Interests:** Hiked to the top of Mt Fuji after work, surfed 20ft waves in Bali, traveled to 25 countries, writing a humorous cookbook about pork, black belt in Tae Kwon Do, coffee roaster, avid skier, longtime beer brewer, Texas Longhorn fanatic
- Languages:** Fluent in HTML, CSS, JS, JQUERY, React, React Native, MySQL, MongoDB, NodeJS, WordPress, PHP