

ADAM KOST

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PROFESSIONAL PROFILE

- Senior entrepreneurial and innovative executive with more than 14 years of experience managing eCommerce, sales, marketing, operations, personnel and merchandising at the district, regional, and corporate level for both start-up and Fortune 500 retail and manufacturing companies.
- Strong leader with motivational management style and reputation for building and retaining highly motivated sales teams, distributor networks, and manufacturers' representatives.
- Results-oriented achiever with excellent track record for identifying opportunities for accelerated growth while building brand equity with customers and consumers.

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 businesses in 7 countries. Exceed revenue targets by 25%.
- Oversaw strategic account planning, business development, sales forecasting, marketing, conversion targets, pricing, training, and hiring of personnel across 7 countries.
- Led a team of 7 international 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 Strategy 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 (charity) and Jameson retail partnership in 540 retailers. Raised \$200k in donations and increased sales volume growth by 12%.
- Renovated Irish Whiskey retail strategy. Eliminated outdated sampling tactics, installed new commercial KPI's, and hired a team of 32 junior brand ambassadors. Resulted in 32% growth in target accounts (5,400).
- Directed sales force 350 and operational support staff of 15 people.
- Led the annual strategic planning process for commercial strategy and channel marketing programs.
- Oversaw the innovation development and launch of 12 line extensions and 4 new to world brand launches.

HEINEKEN USA

New York City, NY

Sr. Brand Innovation Manager

2013 - 2013

- Led the internal gating process, commercial strategy, and execution of HUSA's 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 – Dos Equis and National Accounts

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.

Business Development Manager / Regional Sales Manager — Los Angeles, CA

2006 - 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.

Marriott International

Beverage Director — San Diego, CA

2005 - 2006

- Drove sales revenue of \$1,002,000 over a four-month period
- Increased beverage revenue by (83%) from the first month of operation
- Created bar and brand concept and molded it into an energy rich environment through furnishings, lighting, music, staff, and beverage offerings
- Trained staff to provide a high level of customer service in a high-volume luxury bar environment
- Created standardized operating procedures for bar operations and cash handling procedures and trained staff on all standard operation procedures

N9NE Group (Ghost Bar, Rain, Belly, N9NE Steakhouse)

Beverage Manager— Las Vegas, Nevada

2004 - 2005

- Generated annual revenue of \$13,600,000 and achieved pour cost of fourteen percent (14%)
- Developed, priced, and implemented cost controls, new drink menus, and standardized drink recipes for all venues
- Interviewed, hired, and trained opening staff of over two hundred and fifty (250) employees
- Configured, installed, and maintained Info Genesis POS system and TMX labor management software
- Managed bar staff of forty-eight (48), and security/VIP host staff of seventy-five (75)

AREAS OF EXPERTISE

- Business process enhancement recommendations
- Business process improvement
- Business requirements analysis
- Design and creative specifications
- Project management
- Business analysis and product design
- Product life cycle management
- RFP processes
- eCommerce conversion strategy
- eCommerce operations
- User experience design
- Alternative solution, cost, and benefit identification/evaluation
- Product information and content management system implementation
- Retail partnerships
- Agency management
- Assortment strategy
- Supply chain management
- Sourcing strategy
- Innovation strategy
- Merchandising
- Category management
- Brand marketing
- Trade marketing
- Shopper marketing
- Digital marketing
- Social media marketing
- National Accounts
- Product Management
- Web Development
- Creative brief writing
- Technical brief writing
- Operations

VOLUNTEER EXPERIENCE

OPERATION BBQ RELIEF

Marketing Lead

National
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

MBA, The Red McCombs School of Business

Austin, TX
May 2020

University of Texas

Certification, Full Stack Web Development

Austin, TX
Sept 2017

Johnson and Wales University

BS: Hospitality Management & AS: Restaurant Management

Providence, RI
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
- **Languages:** Fluent in HTML, CSS, JS, JQUERY, React, React Native, MySQL, MongoDB, NodeJS, WordPress, PHP