

# CRAIG PORTMAN

Dynamic CPG Professional | Sales & Distribution Executive | Catalyst

Address: Stratford, ON

E: [craig@romeostreet.com](mailto:craig@romeostreet.com) M: (519) 589 7303 LinkedIn: <https://bit.ly/3OYwtXL>

Thank you for taking the time to review my Resume. As an **Intrapreneur** with global CPG/FMCG experience and a proud track record of growth in Sales & Distribution Management, Brand Leadership, Trade Marketing and Route-to-Market Development, I truly believe I can be an asset to your organization. My leadership approach is rooted in *Gallup Strengths-Finder* principles, emphasizing the importance of our people as our most valuable asset. I am committed to understanding and internalizing my company's vision, as I believe it is the foundation for unlocking and enabling significant growth. My purpose is to deliver on SMART goals. I believe in making progress visible and celebrating every small win along the way. As a strategic thinker and catalyst for positive change, my aim is to identify and address customer and consumer pain points, contributing to the overall improvement of all stakeholders. *Currently, I am actively seeking an opportunity to partner with an organization that shares my commitment to aspirational growth. Together, we can achieve our Brand and Bottom-Line vision through World-Class execution.*

CPG | FMCG | Brands Leadership | Sales Strategy | Beer and Spirit Sales | Global Brand Marketing | Event Planning | Brand Partnerships | Communication | B2B | B2C | Brand Events | Brand Leadership | Retail | On Premise | Agency Briefing | Agency Management | Brand Analytics | Results Measurement | Key Note Speaker | Budget Management | A&P Budgets | Supplier Partnerships | Strategic Planning | Digital Marketing | Content Curation | AI Augmentation | Program Design and Execution | BI Implementation | POS | Retail Experiences | Consumer Behaviour | Trend Analysis | Trade Development | Program Innovation | Engagement

**Advanced Competency:** Certified Lean Six Sigma Yellow Belt, MS Excel Advanced, PowerPoint, SAP, QuickBooks, Smartsheets, Graphic Design: Photoshop, Illustrator, Figma, XD, Premier Pro, MS Power Bi, SEO Tools: Mailchimp, CRM: Monday.com, Ongoing Learning Full Stack Web Dev, IOS App Dev, XCode, AI tools

## Experience

### GENERAL MANAGER

Contracting Group | Elmira, ON

Conestoga

DEC 2021 - Present In collaboration with

the President, I oversee the operational, systems and process support, and growth strategy of Conestoga Contracting Group, an outdoor Landscaping and Construction Startup with 50+ employees, an annual turnover of \$5m, and consistent double-digit YOY growth.

#### HIGHLIGHTS

- 15% overhead saving in the first 6 months
- 10% reduction in Indirect labour through KPI creation
- 100% implementation of new Operational Software - Aspire
- 100% implementation of new Foreign Worker Program
- 100% implementation of new Budgeting System and Process
- Initiated Zero-Based Budgeting
- Completed Company Rebranding
- Updated & transformed the e-commerce Strategy
- Implemented a Professional Social Media Calendar and Process
- Up-skilled Managers to deliver on job costing, margin planning and Pricing

#### Key Responsibilities

- EBIDTA management and reporting
- All marketing and E-comm strategies and initiatives
- Manage the administrative and financial team.
- Budget and Contractor management
- KPI Management and Reporting
- Business Automation
- Management of Sales Funnel
- Corporate, Legal Compliance
- Systems and Process Development

### DISTRICT MANAGER

Ab-InBev | Cape Town, South Africa

Oct 2018 - Sept 2021

Full accountability and authority for District Cape Peninsula, a South African Breweries (AB-InBev) Key Regional Business Unit in South Africa. Functions include Delivery of the 1,3 & 5 yr. Business Plans, all sales and distribution KPI outputs, Trade Marketing Execution, Finance, Corporate Affairs, and Human Resources control and accountability.

#### HIGHLIGHTS

- 2018 President Award Nomination
- 2018 Most Improved District Award
- 2019 Winner - Cape Peninsula Top Performing District in Africa
- Best Performing District in Cape Region for FY 2019
- 100% record for delivering volume above budget
- 6.1% Total Volume Growth, 2020- Leading District
- 98% High-End Brand growth in 2020
- 15% Employee Engagement Growth in 2020 despite Covid
- Managed the Business through COVID & Strict Liquor restrictions in South Africa.
- Showed growth in Mainstream Beer and Premium Categories despite Lockdowns.

#### Key Responsibilities

- Overseeing the full top & bottom line performance of the Business with an Annual Volume turnover of +1.5 million Hectoliters (HL)
- Management of over 70 full-time employees across the District including Sales Reps, Distribution Centre, and District Leadership teams.
- Contractor and Vendor Management.
- Management of the total business eco-system and 1Y, 3Y and 5Y Business Plans: including Engagement, social systems, goal setting, performance management, and finance and budgeting interventions.

RELOCATION TO ONTARIO, CANADA from Cape Town, South Africa

Sept 2021 - Dec 2021

## REGIONAL TRADE MARKETING MANAGER

Ab-InBev | Cape Town, South Africa

Feb 2018 – Oct 2018

Reporting to the Regional Director, I collaborated with Brand Teams and the full Sales Force to execute the total National Marketing Strategy through tailored promotional campaigns, asset deployment and ad-hoc regional initiatives. Responsibilities in Regional Marketing oversaw the full Cape Region (Eastern and Western Cape) in the departments of Experiential Events, Regional Promotions, Cooling and Draught Assets, Market Analysis and Reporting as well as Beer and Draught culture.

### HIGHLIGHTS

- Implementation of the Full Regional Budget, and presented the plan to the Zone and BU President annually.
- Africa Zone High Potential Talent Incentive Award
- Rapid promotion to District Manager.
- Led Cape Region growth of 9% for FY18
- Led Asset Performance up 10% on Performing Taps and Coolers

### Key Responsibilities

- Managed a cross-functional team of 24 employees at both a management and market-facing level.
- Trend analysis of share and volume performance as well as total regional business planning and resource budgeting.
- Managed relationships with key regional stakeholders including Sporting bodies, Stadia, and key events partners.

## HIGH-END MARKETING MANAGER

Ab-InBev | Cape Town, South Africa

Feb 2016 – Feb 2018

Reporting to Global and National Brand Teams, I successfully launched the High-End Company in the Cape and East Coast Region. This is a portfolio of Global and Craft brands that could compete against Heineken, Craft, Wine, and Spirits and in the highly competitive premium Total Alcohol segment.

### HIGHLIGHTS

- 20kHL volume delivered in Year 1.
- Launch of the Craft Beer: Newlands Spring Brewing Co.
- 85% Portfolio Availability : Successfully launched Corona, Budweiser, Stella Artois, and Becks in South Africa.
- Build new Systems and processes with the zone team to have a sustainable High-End Strategy for the future.
- 23 Regional Spiritual Homes Sold and Launched
- 18 Successful Regional Events competed
- 112 Taps placed in Year 1

### Key Responsibilities

- Hosted weekly social systems with the Regional Sales Managers.
- Steered the implementation of key brand initiatives including a go-to-market plan in the full region. Coached and monitored the execution of these brands in the market.
- Built and monitored the annual High-End business plan with all stakeholders and regular trade presence.
- Held key relationships with regional High-End Customers.

## REGIONAL SALES MANAGER

Ab-InBev (SABMiller) | Cape Town, South Africa

Feb 2016 – Oct 2016

Managed a team of 12 Account Managers and 2 Sales Team Leaders in the “Out of Home” / Formal On-Premise environment to deliver on Sales and District Goals including Volume growth and Beer market share, Brand Availability, Pricing compliance, promotional campaign implementation, retail space, and fixed asset placement.

### HIGHLIGHTS

- Managed Team during the SABMiller + AB-Inbev Global merger.
- Sales Team (12 employees) win Sales award for best performing On Premise Team in South Africa 2016
- 18% Draught share growth 2015,
- 22% Draught share growth 2016
- Highest Draught tap placement in the Country.
- Peroni Draught growth of 80% YOY - highest in South Africa

### Key Responsibilities

- Account manager Hiring and onboarding
- Induction and ongoing capability building.
- Preparation of weekly sales meetings; utilization of sales and marketing reports made available across performance measures.
- Coached account managers with regard to In-trade execution best practices. Managed internal and external stakeholder relationships. Profiling of best practices and benchmarking within my team.

### Prior Positions

APR 2012 - APR 2015 | Sales Team Leader - SABMiller

AUG 2010 - MAR 2012 | Account Manager - SABMiller

JUL 2008 - JULY 2010 | Student Advisor - ADVTech

### Education

2011 | BA (HONS) BRAND LEADERSHIP VEGA Brand School

2009 | PGDip Marketing Management University of Cape Town

2003 | BA - Comms & English University of Cape Town

### Volunteering

AMY BIEHL FOUNDATION, Cape Town | Coach and Volunteer at Underprivileged School in George, Western Cape

UNIVERSITY OF CAPE TOWN, Cape Town | Guest Lecturer in B2B Business, Guest Lecturer for FMCG Retail Business, Guest Speaker for Graduate Learning and Career Development and Career Fair

VARSITY COLLEGE, Cape Town | Career Development Speaker at High Schools across South Africa

GALLUP THEMES Analytical | Self Assurance | Relator | Futuristic | Maximizer

MYERS BRIGGS ENTJ

REFERENCES AVAILABLE UPON REQUEST