

Allan Hartung

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Summary

Successful marketing and strategic sourcing professional with extensive experience in consumer packaged goods promotional marketing, merchandise development & POS procurement, supplier relationship and performance management, and corporate intellectual property licensing.

Expertise

- Consumer Packaged Goods Promotion Development
- Strategic Sourcing/Procurement and Supply Chain Management
- Supplier Performance and Relationship Management
- Licensing Sales, Contract Negotiation and Licensee Compliance Management
- Budget, P&L Revenue Management
- ROI Analysis
- Consumer Retail Goods Packaging and Trade Sales Material Development
- Sales Presentation Development and Delivery
- Sports Sponsorship Contract Management
- Project Management and Process Improvement
- Team Leadership and Employee Development
- New Business Development
- Continuous Product Improvement and Innovation
- Client/Agency Relationship Management
- Strategic Planning & Forecasting

Professional Experience

MillerCoors, Golden, Colorado

Manager, Strategic Sourcing - Field Services & Retail Licensing 2008 - November 2013

Managed and directed a team of Supply Managers and Coordinators responsible for sourcing and delivering promotional POS and merchandise solutions in support of MillerCoors regional Field Sales and National Accounts promotional marketing initiatives. Developed and managed a preferred supplier network consisting of domestic and international manufacturers, promotional marketing agencies and print/fulfillment business partners. Developed and managed the direct to retail licensed merchandise strategy and program.

- Successfully managed + \$35M in POS & promotional merchandise spend, and influenced decisions relating to an additional \$50M in spend by an outsourced POS sourcing/fulfillment business partner.
- Managed regional professional sports team alliance and event sponsorship and licensing contract compliance, including: Penske NASCAR racing, NFL, MLB, NBA, NHL and Collegiate team sponsorships.
- Directly responsible for successful development and procurement of high-profile, innovative, dispensing equipment and POS solutions projects, i.e., Coors Light Super Cold Draft, Coors Light On-premise Glassware/bottle Chiller, Miller Lite Clear Tower, Home Draft Beer Tender, and Peroni Blue Ribbon dispensing Fount.
- Directly responsible for development and management of retail account specific beer and merchandise promotion display programs resulting in incremental shelf/floor space and increased sales of beer by + 50% during the display period. Recent examples include Blue Moon Belgian 2-pack glassware offer, and Miller Lite - Yeti Cooler consumer sweepstakes.
- Managed 55 retail merchandise licensees selling official licensed products through retail channels of distribution. Annual Licensee Sales exceeding \$11M, generating \$770K in royalty revenue.

Molson Coors Global Properties, Golden, Colorado

Group Director, Licensing 2004 - 2008

Directed the strategic development, implementation and management of profit generating IP merchandise licensing programs for Molson Coors Brewing Company. Managed Licensing Operations team consisting of three Licensing Directors, two Managers, two Coordinators, and one Administrative Support person.

- Managed +75 licensees (Beer distributor and Retail), generating annual royalty revenue of \$1.6M.
- Negotiated and managed 52 brand advancement license agreements with major domestic and international consumer hard goods and apparel manufacturers selling to all channels of retail, including: Department, Specialty, Mid-tier, Mass, Club, Grocery, and Gas & Convenience stores.
- Developed and negotiated brand extension licensing deals with major food manufacturing companies, i.e., Plochman's brand Killian's Beer Mustard, Hillshire Farm brand Beer Brats, Gorton's Beer Battered Fish Fillets, resulting in national distribution and successful cross-promotional programs.

Highlander Golf Corporation, Ravenna, Ohio**Director, National Accounts & Licensing 2003 - 2004**

Negotiated and managed License Agreements and merchandise program development and procurement for national clients, including: General Motors Corporation, Ford Motor Company, United States Postal Service, PGA Tour, Coors Brewing Company, Snapple Beverage Group, and Allied Domecq.

- Negotiated a multi-year \$4M licensing arrangement with General Motors Corporation to provide exclusive Licensed Golf Apparel and Merchandise to Automotive Dealers and sponsored PGA Tour events.
- Managed merchandise licensee programs with GM-Buick/Tiger Woods, and Ford/Phil Mickelson generating additional exposure and royalty income for both the sponsor and athlete.

Equity Management Inc., Troy, Michigan**Vice President & Senior Licensing Manager 2001 - 2003**

Licensing agent development and management of retail licensing businesses for the following clients: General Motors Corporation (Buick and Cadillac automobile divisions), Unilever Corporation (Snuggle), and Kellogg Company (Pop-Tarts, Eggo, and Special K). Accountable for planning, analyzing, executing and coordinating targeted brand advancement and brand extension licensing opportunities to maximize licensing revenue for assigned clients. Complete responsibility for annual account and sales plan, client management, category research and concept approval, license negotiations, licensee reporting & compliance, P&L and budget management.

- Launched two new client accounts (Unilever, Kellogg's)
- Delivered double digit royalty revenue growth for General Motors client.
- Managed 60 licenses generating \$1.8M in annual royalty revenue.
- Managed team consisting of two Licensing Managers and Administrative support staff.

Summit Marketing Group, Atlanta, Georgia**Director of Licensing and Client Program Development 1996 - 2001**

Accountable for client development and management. Secured exclusive licensing agent relationship representing Kellogg Company and Wm. Wrigley Jr. Company. Responsible for the development and execution of comprehensive brand/character and sports sponsorship licensing programs to enhance consumer awareness of client brand portfolio, protect intellectual property assets and generate income.

- Established Kellogg's character/brand licensing program generating over \$1.1M in annual royalties.
- Developed Kellogg's NASCAR #5 sponsorship licensing program in coordination with Hendrick Motorsports, managing 40 licensees generating consumer awareness and loyalty to participating brands, boosting sales of Kellogg's products resulting in significant incremental display and volume.
- Created promotional merchandising programs to support new product launches for Kellogg's Honey Crunch Corn Flakes, Marshmallow Blasted Froot Loops and Rice Krispies Treats Squares. Maximized promotional tie-in opportunities with partners including Universal Studios, Mattel, Fox Family, and Hasbro.
- Initiated brand extension license between Kellogg Company and Brach's Confections, Inc. for Froot Loops Fruit Snacks – generating estimated sales of \$10M.
- Developed, launched and managed fulfillment of *Kellogg Collection* direct mail consumer catalog, FSI's and consumer offers featuring licensed merchandise.
- Consulted and assisted with Coca-Cola equity and Coca-Cola NASCAR licensed merchandise trade catalogs and consumer promotions.

Other Professional Experience**The Integer Group, Lakewood, Colorado**

Director, Retail Licensing Operations

Coors Brewing Company, Golden, Colorado

Corporate Manager, Trademark Licensing

Assistant Manager, Trademark Licensing

Assistant Manager, Specialty Merchandising

The Sharper Image Corporation, San Francisco, California

Manager, Retail Merchandise Operations

Education -

Bachelor of Science in Business Administration/Marketing, Metropolitan State University of Denver, Denver, CO

Professional Development -

Scotwork- Advanced Negotiations Certificate

Situational Leadership I & II, 360° Leadership

Proficient in Microsoft Office Suite

Industry Affiliations -

Point of Purchase Advertising Institute (POPAI)

In-Store Marketing Institute

Licensing Industry Merchandisers Association (LIMA)

Community Service –

Habitat for Humanity

Food Bank of the Rockies

Second Harvest – Hunger Task Force

C.A.R.E.

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Professional References -

Jamie Westfahl, Director - Commercial Procurement, MillerCoors (414) 931-6178 jamie.westfahl@millercoors.com

Kristin Wilson, Strategic Sourcing Manager - Commercial, MillerCoors (303) 277-2782 kristin.wilson@millercoors.com

Michael Kaiser, Strategic Sourcing Manager - Operations, MillerCoors (303) 277-6229 michael.kaiser@millercoors.com

Jim Sheehy, VP Procurement, MillerCoors (414) 931-3303 james.sheehy@millercoors.com

Glenn Knippenberg, President, AC Golden Brewing Co. (303) 927-2646 knip@acgolden.com

Patti Zenk Beacom, Assistant General Counsel, MillerCoors (303) 277-5472 patti.beacom@millercoors.com

David Lee, Sr. Manager - Strategic Initiatives, MillerCoors (312) 496-2752 david2.lee@millercoors.com

Bill Dempsey, VP Global Procurement, Shire Pharmaceuticals (484) 595-9954 wdempsey@shire.com

David Oates, VP Account Management & Licensing, Publications International Ltd. (847) 329-5376 doates@pubint.com

John Chin, Information Technology, Ball Container (303) 460-5937 jchin@ball.com

Lori Ball, Director - IP and Corporate Secretary, Molson Coors Canada (416) 679-7629 lori.ball@molsoncoors.com

Christine Kenney, President - Beverage Division, G&G Outfitters (301) 731-2268 ckenney@ggoutfitters.com

Rebecca Gerber, Director - Client Services, BDA Inc. (425) 492-7678 rgerber@bdainc.com

Cary Caliendo, President/CEO, CPI Promotions (414) 852-3999 ccaliendo@cpipromo.com

Steve Shilts, Sales Manager - Blue Star/Dallas Cowboys Merchandising (972) 785-4770 sshilts@dallascowboys.net

Sasha Soares, Licensing Manager - Penske Racing (704) 799-8343 sasha.soares@penskeracing.com

Jeff Diem, Sales Director - Vision Concepts (317) 506-9232 jdiem@vision-concepts.com

Mark Siegel, VP Licensing - MJC International Group (415) 401-8020 x112 mark.siegel@gomjc.com

Jay Wilcox, President - Boelter Brands (262) 523-6474 jwilcox@boelter.com

Kevin Scharnek, President - 14 West (262) 695-2503 kscharnek@14-west.com

John Killen, President - WinCraft Inc. (888) 854-5536 jkillen@wincraft.com

Mike Reuter, Director - The Integer Group (303) 393-3494 mreuter@integer.com