

Zachary C. Moscow

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Summary:

- Extensive management, sales, analytics, and strategic development experience.
- Proven track record of driving sales and achieving goals in the food and beverage industry.

Experience: **Co-Owner & Director of Sales at One Green Liter** (Boynton Beach, FL) **Jan. 2018 - Aug. 2019**

- Led global sales network for a boutique importer focusing on organic wines in sustainable packaging.
- Launched new markets across the United States (conducted competitive analysis research, built and fostered key account network, conducted wholesaler interviews and contract negotiations, led annual business planning) and grew wholesaler relationships and sales in pre-existing markets.
- Responsible for all P&L accountability, goal and incentive setting and tracking, weekly/monthly accounting, personnel hiring/management.
- Managed brand refresh (hired independent contractors and oversaw design of new packaging, workshopped updated messaging, sourced and negotiated supply chain improvements including packaging material and copacking facilities.)

Director of Sales (New Markets & National Accounts) at Rhinegeist Brewery (Cincinnati, OH) **Jan. 2014 – Jan. 2018**

- Played integral role in growing Rhinegeist from a startup microbrewery to an 85,000 BBL brewery (among the 50 largest craft brewers in the US) in 2017.
- Launched new markets across Ohio, Kentucky, Pennsylvania, and Indiana (hired/trained/managed local sales representatives, conducted competitive analysis research, built and fostered key account network, conducted wholesaler interviews and contract negotiations, led annual business planning.)
- Formed and grew relationships with national accounts including Kroger, Meijer, Walmart, Speedway, Circle K, and countless others (achieved assortment gains, planned monthly/quarterly programming and advertising, managed pricing, attended new item meetings, and provided general support.)
- Led Rhinegeist's sales analytics and forecasting team (built templates and executed weekly/monthly/quarterly sales reports for sales managers, conducted competitive analysis and retail surveys, performed syndicated data analysis, prepared annual business planning and internal investor presentations.)

Co-Owner & Director of Sales at Riverghost Distributing (Erlanger, KY) **Nov. 2014 – Jul. 2015**

- Founded Riverghost as a craft beer, wine, and spirits wholesaler in Kentucky to distribute Rhinegeist's beers and ciders alongside products from other suppliers.
- Grew business from four employees and one delivery van to 12,000+ CE/mo. in 7 months before new legislation in Kentucky forced the company to divest our distribution rights.
- Responsible for P&L accountability, personnel hiring/management, goal and incentive setting and tracking, inventory ordering/forecasting, basic accounting/bookkeeping, forming and fostering strategic partnerships with key independent and chain accounts.

Education: **University of Pennsylvania** (Philadelphia, PA)

- B.A., School of Arts and Sciences, Graduated May 2008
- Major: Commerce and Communication (via Annenberg School of Communication)
- Additional management and marketing coursework (via Wharton School of Business)

Skills:

- Comprehensive knowledge of beer, fine wine, and spirits.
- Received Certified Cicerone® (Level 2) certification in 2017.
- Extremely computer (Mac & Windows) literate; expert knowledge of Microsoft Office applications; experienced with industry sales reporting, analytics, and inventory systems (e.g. VIP/iDIG, Encompass, IRI and Nielsen data, Tableau, Power BI, etc.)
- Highly experienced with roles requiring management, sales, and negotiation expertise.

Interests:

- Professional musician: worked as touring/session keyboardist in Nashville, TN from 2008 – 2012.
- Diehard college football, college basketball, and professional hockey fan.