

An enterprising, intellectually curious and creative leader with 12+ years of cross-functional experience in brand and product strategy, development, and execution. With an ever-evolving combination of strategic vision, a multidisciplinary skill set and inherent passion for progress, I possess a proven ability to help companies create, scale and evolve market-defining and disrupting offerings and experiences.

HIGHLIGHTS

CPG BRAND & PRODUCT LAUNCH & MARKETING:



Managing an industry-leading national craft beer launch (\$100MM+ year one sales) and brand acquisition portfolio integration

CLIO AWARD-WINNING CONTENT STRATEGY:



Devising & executing Clio Award-winning viral Local TV-to-Digital Super Bowl strategy for branded content featuring Will Ferrell

CPG COMPANY TURNAROUND:



Serving as an integral member of team behind the successful turnaround and sale of Pabst Brewing Co. for \$720MM+ (~3X four yr. return)

MOBILE APP CREATION & PRODUCT MARKETING:



Creating and marketing the first iPhone app for blocking outgoing call & messages as covered by ABC, CNN, TechCrunch, NPR & Playboy

2016 - CURRENT: BRAND & PRODUCT DEVELOPMENT CONSULTANT

Los Angeles & Boston

- Supporting investor, founder and agency needs across discovery, strategy, development and execution for startups, growth-stage, business & brand turnarounds and transformations.
- Projects span prelaunch market research & analysis, business plan creation, new brand and product development, operational evaluations, change implementation and marketing & sales programming management.
- Categories include craft beer, functional beverages, cannabis, snack foods, desserts & frozen novelties, boutique fitness, healthy fast casual restaurants, digital consumer products & content, B2B & B2C hospitality, apparel design and production

OCT. 2019 - CURRENT: STORMALONG HARD CIDER – BRAND MANAGER, WEST

Los Angeles

- Lead West Coast brand & sales development and distributor relationships for MA-based craft cidery with Southern CA as primary focus (LA & OC)
- Devise and adaptively manage targeted community-building & account growth strategy informed by growing existing Whole Foods distribution
- Broadly support product innovation, brand & marketing development, industry relationship-building

2009 - 2015: PABST BREWING COMPANY

Los Angeles

- '14 - '15: Brand Manager, Small Town Brewery (*Not Your Father's Root Beer*)
- '12 - '15: Brand Manager, Old Milwaukee
- '12 - '15: Brand Manager, Schlitz Brewing
- '12 - '15: Intellectual Property, Licensing & Entertainment Marketing Manager
- '10 - '12: Ownership Affairs Manager

RESEARCH, STRATEGY & PLANNING:

- **Insights & Analysis:** Ongoing industry, consumer & cultural coverage informing innovation, positioning and marketing & sales strategy
- **M&A & Partnerships:**
 - **Prospecting:** Identified & managed brewery target relationships supporting ownership's acquisition and partnership efforts
 - **Integration:** Led Small Town Brewery integration across brand, product R&D, marketing & sales and founder-brewer relations
- **Financial & Operational Performance:** P&L mgmt. including R&D, SKU profitability, marketing budget mgmt., forecasting, adaptive analysis & ROI

EDUCATION

Boston College

BA, English
College of Arts & Sciences
Chestnut Hill, MA

Certifications

Product Management General Assembly	2020
COVID-19 Contact Tracing Johns Hopkins Univ.	2020
Marketing Analytics University of Virginia	2017
Financial Accounting Principles University of Virginia	2017

Continuing Education

- Data Analytics
- Human-Centered Design
- Marketing & Sales Tech. & Metrics
- Financial & Operational Mgmt.

Additional Formative Undergraduate Experience

New England Patriots & Revolution
Marketing & Sales Operations

Boston Red Sox
Marketing, "Kid Nation" Club Program

Endeca Technologies (Oracle)
Sales, CRM Database Mgmt.

2009 - 2015: PABST BREWING COMPANY (CONT'D)

RESEARCH, STRATEGY & PLANNING:

- **Brand & Product Strategy:** Developed guiding principles based on situationally weighted business objectives, resources, market dynamics and product attributes
 - **New - Small Town Brewery:** Devised national launch strategy for Not Your Father's Root Beer (NYFRB) while roadmapping flexible brand architecture accommodating developing product/flavor pipeline
 - **Rebrand - Schlitz Brewing:** Crafted aspirational resurgence story establishing contemporary premium lifestyle positioning based on 60+ yr. heritage as world's top premium American lager
- **Marketing & Sales Strategy:** Brand strategy-driven planning for multi-million dollar investments in national, regional & strategic multichannel activation programs
 - **Launch - NYFRB:** Progressively grew word-of-mouth awareness via social media & field marketing; NYFRB achieved #1 craft beer SKU, \$100MM+ in year one ('15) revenue and one-third craft's Q1 2016 growth
 - **Target Market Growth - Schlitz:** Created local influencer program to build community engagement and premium on-premise accounts in key declining markets incl. LA (3 YRS., +65% CAGR) & Kansas City (3 YRS., +23% CAGR)
 - **Content - Old Milwaukee:** Developed Clio Award-winning campaign with *Funny Or Die* feat. Will Ferrell. Local TV-To-Digital Super Bowl strategy drove 12MM+ organic *YouTube* views, \$15MM+ in earned media exposure

PRODUCT & PACKAGING INNOVATION DEVELOPMENT & MANAGEMENT:

- **Products:** Managed product development roadmaps from product vision and formulation specifications to taste testing and stakeholder collaboration, formulation refinement with flavor houses and brewmasters, regulatory approvals, through market launch and into market activity and product analysis management
- **Packaging:** Led from creative brief & art development, through design presentations & stakeholder approvals, sample production, regulatory approvals and on-site manufacturing production trial approvals
- **Inventory:** Efficiently managed packaging production and inventories for ongoing, seasonal & strategic

MARKETING & SALES DEVELOPMENT, EXECUTION & MANAGEMENT:

- **Creative, Copy & Art Direction:** Conceived core ideas, messaging and visuals informing diverse multimedia brand assets and marketing & sales programs (Including national & regional multicultural customization)
- **Content Creation:** Concepted and produced photo, video, audio and interactive content for multichannel marketing & sales programming
- **Merchandising:** Designed & sourced POS materials, promo & VIP items, lifestyle apparel
- **Digital Marketing & Paid Adv./Media:** Devised and directly managed brands' digital footprints and marketing programming activity online (social media, websites, eCommerce, paid adv.) and offline (OOH, TV, radio, print)
- **Experiential & Field Marketing:** Differentiating original event productions, influencer programs, brand & cultural collaborations, entertainment sponsorships and sampling
- **Trade Sales & Marketing:** Supported sales teams nationwide with custom chain promos (digital rewards, sweepstakes, cross-promos), buyer presentations, industry expo activations

LICENSING, TRADEMARKS & IP, ENTERTAINMENT PRODUCT PLACEMENT (ALL PBC BRANDS):

- Maintained trademark registrations & infringement monitoring for 70+ brands with head legal counsel
- Forged brand-building retail apparel licensing agreements for portfolio brands, negotiating industry-leading commissions (Pabst Blue Ribbon: 15%)
- Built & maintained relationships across Film & TV, annually securing 20+ unpaid placements - including multi-million dollar *True Detective* exposure and recurring *Mad Men* placements

2008 - 2011: BAD DECISION BLOCKER (iPhone App) - CREATOR & PRODUCT MARKETER

Identified and solved for trending consumer needs with first iPhone app enabling users to block their outgoing calls and messages covered by *ABC, CNN, TechCrunch, NPR, Playboy & UrbanDaddy*

2006 - 2009: TRINITYONE - RESEARCH & CLIENT STRATEGY MANAGER

Consultancy established by former Kraft Sports Group CMO (New England Patriots, NE Revolution, Patriots Place) to maximize opportunities for sports & entertainment brand marketers, properties and personalities

PROFESSIONAL TOOLS ACUMEN



Adobe Creative Suite



Social Media Monitoring & Analytics



eCommerce Platforms



Sales CRM & Reporting



Website Builders & Hosting



Native & Web App Dev. & Mgmt.



Work Collaboration SaaS



Digital Marketing Automation



Digital Asset Managers



Accounting & Inventory Mgmt. Platforms



UX/UI & 3D Design Platforms



Consumer Interviews & Surveys