

Sales & Marketing Management Executive

Growth focused and accomplished professional with extensive experience in overseeing and leading wide array of sales initiatives across beverage industry aimed at augmenting revenue streams and achieving organizational goals.

Proven expertise in analyzing market trends and competitor initiatives to devise and execute competitive sales, marketing, and business development strategies. Demonstrated success in generating demand for offered products and services, creating vision, developing action plans, and increasing brand recognition. Track record of evaluating performance metrics and consumer insights, as well as preparing sales forecasts. Intuitive leader; recognized for building, recruiting, directing, and mentoring multifaceted teams to consistently meet and exceed set performance goals. Instrumental in establishing and nurturing strategic business relationships with customers, brands, suppliers, distributor partners, and senior leadership.

Areas of Expertise

- Sales & Marketing Strategies
- Revenue Growth & Optimization
- P&L & Operations Management
- Financial Planning & Execution
- Channel Development
- Key Account Management
- Performance Improvement
- Brand Awareness & Reach
- Events & Promotions
- Product Development
- Team Building & Leadership
- Cross-functional Collaboration

Career Experience

The Brand Collective LLC – Miami, FL
Co-Founder/Co-CEO

2022 – Present

Focus brands: Zubrowka Bison Grass Vodka, Zubrowka Biala Vodka, Zubrowka Czarna Vodka

Manage the importation, distribution, sales and marketing of Zubrowka Vodka in the U.S. Create a business plan with the objective of successfully relaunching the iconic Zubrowka Vodka in the U.S.

Key Achievements/Contributions:

- Negotiated a long-term U.S. importation and distribution agreement with the new Polish owner of Zubrowka Vodka.
- Successfully rebuilt a distributor network in 25+ states to ensure the sales targets and the rest of Key Performance Indicators (KPIs) are achieved on a market-by-market basis.
- Led team of website developers, marketing, and PR agencies to come up with Zubrowka Vodka's enhanced brand positioning and marketing plan for the U.S. market which focuses on the brand's legendary status, 500+ year history, unique flavor and taste profile as well as its position of being the 3rd largest vodka brand in the world.

Espiritus, LLC – Palm Beach Gardens, FL
Co-Founder/National Sales Director

2014 – 2023

Focus brands: The Fighting 69th Irish Whiskey, Corner Creek Kentucky Straight Bourbon Whiskey, Chateau Aloe Liqueur, Riga Black Balsam, SelvaRey Rum, Berentzen Liqueur, Virginia Distillery Co., and Blue Nectar Tequila

Direct all aspects of strategic and commercial planning for wine and spirits portfolio, while collaborating with supplier partners to develop sales targets, KPIs, and overall brand strategy and execution. Hire, lead, and mentor team of ten regional market managers and brokers based in CA, CO, TX, LA, IL, MA, NY, NJ, MD, and FL to achieve desired results. Create and implement all new route to market plans during expansion phase of organizational growth, including customer segmentation definitions. Generate monthly shipment and depletion reports by market to track sales, points of distribution and reorder rates.

Key Achievements/Contributions:

- Increased sales growth by 40% YOY by cultivating/maintaining robust relationships with distributor partners at executive levels nationally and locally.
- Led team of regional market managers who in collaboration with wholesalers opened over 30k points of distribution across multiple brands in U.S.
- Managed and expanded distributor network to 60 different wholesalers in 41 states.
- Oversaw relationships with seven different wine and spirits suppliers which resulted in long-term contracts increasing stream of revenue.
- Created and launched Irish whiskey brand in U.S. with annual sales of 10k+ cases in its second year since launch.
- Introduced Special Cask programs within Irish whiskey category which rapidly grew to 25% of total sales.

- Implemented a detailed monthly reporting system which allowed to monitor and track local marketing spend by state broken down by expense category.

Indigo Wine & Spirits, LLC – Palm Beach Gardens, FL
Brand Development Director

2013 – 2023

Identify value creation opportunities for customer by analyzing business performance and consumer insights. Leverage professional expertise to manage supply chains by planning sales forecasts and sourcing dry goods and liquids from various suppliers. Foster long-term relationship with national strategic customer “Total Wine & More” to drive assortment and high impact activation of private label initiatives, as well as deliver annual plan. Lead sales team with aim of supporting retail chains with programming, incentives, and activations.

Key Achievements/Contributions:

- Created two Polish vodka private label brands such as Blysk Vodka and Lyna Vodka for Total Wine & More.
- Developed three Polish vodka private label brands such as Sava Vodka, Polana Vodka, and Siano Vodka for The Wine & Spirits Guild of America, Winn-Dixie Supermarkets, and Stew Leonard Supermarkets.
- Increased sales of private and control labels to retail chains and buying groups from 0 to 20k cases.
- Lowered cost of goods by more than 30% by managing supply chain, including distilleries and dry goods producers.
- Came up with effective sampling programs and incentives for retail chains’ managers and staff to drive sales volume and build brand awareness.
- Spearheaded creation of Value-Added Packs (VAPs) which led to more visibility and exposure at key accounts.

Next Move Property LLC – Miami, FL
Founder/Managing Broker

2012 – Present

Deliver real estate brokerage services to local residents, out-of-town individuals, and foreigners wishing to purchase properties in South Florida. Deliver real estate brokerage services to local residents, out-of-town individuals, and foreigners wishing to purchase properties in South Florida. Managed team of realtors researching and identifying properties for wide array of customers from all over the world. Partner with real estate brokerage firms in Europe to acquire new customers interested in U.S. market. Develop strong relationships with residential real estate developers to gain early access to pre-construction developments.

Key Achievements/Contributions:

- Launched boutique real estate brokerage company focusing on property leases, purchases, and sales.
- Obtained Real Estate Brokerage license in Florida and administered daily operations and sales to close increasing number of real estate transactions.
- Built team of highly motivated and effective real estate agents for continuous process and performance improvement.

D&B Imports LLC – Miami, FL
Founder/CEO

2006 – 2012

Oversaw Select Vodka’s management, sales, and marketing as well as distributor and distillery relations. Cultivated partnership with Republic National Distributing Company in multiple states in the U.S by developing Select Vodka into one of the fastest growing imported vodkas in Southeast.

Key Achievements/Contributions:

- Successfully created, grew, and sold Poland’s Select Vodka to global rum company.

Additional Experience

Principal Mortgage Broker/Co-founder | Mortgage Holding Group, Inc. – Miami, FL
Co-founder | ePolonia.com, Inc. – Miami, FL & Gdansk, Poland
Private Banking Analyst | JP Morgan Private Bank – Palm Beach, FL
Insurance Agent | Northwestern Mutual Life Insurance Co. – Coral Gables, FL

Education

Bachelor of Business Administration in Finance & Management/Organization (Graduated cum-laude)
 University of Miami – Coral Gables, FL (GPA: 3.74)

Languages

English – Fluent | German – Fluent | Polish – Native