

ALAN MACDONALD

17365 92nd Avenue NE, Bothell, WA 98011 | (H) 206-310-0964 | (C) 206-310-0964 | amac8080@gmail.com

TEAM BUILDING & LEADERSHIP | CREATE & IMPLEMENT DISRUPTIVE STRATEGIES | NEW PRODUCT/BUSINESS DEVELOPMENT | P&L RESPONSIBILITY | DEVELOP STRATEGIC PARTNERSHIPS | INTERNATIONAL EXPERIENCE | B2B, B2C AND ON-LINE ENGAGEMENT & SALES | STATISTICAL ANALYSIS – INTERNAL & COMPETITIVE | NEW PRODUCT DEVELOPMENT | DIGITAL & SOCIAL MEDIA DEVELOPMENT

EXECUTIVE PROFILE

An innovative and performance-driven Marketing Executive with 20+ years of experience spearheading the vision, creation, and execution of food and beverage brand strategies and innovative campaigns that exceed revenue goals. Senior leader with an emphasis of increasing awareness, deepening client relationships, attracting new clients, and growing sales. Experience developing engaging and unique narratives that build purpose-driven brands. Successful situational leadership skills and the ability to empower and generate passion within individuals across all levels of the organization.

Highlighted Skills & Key Profile Offerings:

- ▶ History of doubling and tripling industry growth rate, across several companies and brands from innovative planning strategies focused on B2C, B2B and on-line platforms.
- ▶ Elite people management skills: reputation as a positive, highly motivated leader with a track record of teaching and developing strong talent.
- ▶ Thinks outside of the box in dynamic and complex industries. Demonstrates the ability to navigate successfully through the new, the different, the unplanned - through a combination of creative problem solving and personal experience.
- ▶ Insightful analysis of industries, competition, and future trends to understand the greatest potential opportunities.
- ▶ Collaborates with Senior Management teams to determine long-term strategic vision for the company and then implements plans to accomplish corporate goals.
- ▶ Drives high-level communication both internally and externally.
- ▶ Excellent at new product development including: industry & category research, naming, package design, launch plan execution, post launch analysis.
- ▶ Proven experience and success unlocking brand value propositions, strategies, identities, and target customers.
- ▶ Ability to manage a large, complex portfolio and design marketing tools that simplify priorities to sales team and customers.

PROFESSIONAL EXPERIENCE

SALTWORKS | WOODINVILLE, WA MARKETING DIRECTOR

AUGUST 2020 TO NOVEMBER 2021

Operates in an Executive level role to consult, advise, and implement business marketing strategy for SaltWorks, the largest gourmet salt company in the U.S. Leads development of strategies to target a wide range of customers including but not limited to: Fortune 500 food companies, commercial kitchens, large grocery retailers, major on-line retailers, beauty retailers and luxury spas. Emphasis on maximizing revenue by streamlining portfolio and developing corporate strategies to understand, plan and execute against the most significant long-term opportunities. Reports directly to CEO/Owner.

- Grew sales online by 100% or 4 million dollars in just 12 months through new brand strategy and data-based decisions.
- Developed new websites to improve SEO/UX and managed social media, influencer, and subscription opportunities.
- Restructured the organization to clearly differentiate between the critical B2B, B2C, and on-line sales business.
- Restructured internal and agency roles resulting in increased focus of key brands while saving \$500,000 annually.
- Leads innovative marketing strategy to target large food manufacturers and develops compelling microsites which leads to substantial revenue growth.

AUGUST IMPORTS | SEATTLE, WA VP MARKETING & NATIONAL ACCOUNTS

MARCH 2015 TO JULY 2020

Wine importer that needed a new strategic vision to grow core brands while expanding into new categories with innovative go-to marketing strategy. I worked closely with the company's owner to develop new marketing tools which allowed the

sales team to concentrate on key priorities while developing innovative new brand launches. Developed compelling partnership opportunities with largest beer company in the world which led to totally new revenue streams.

- Created and launched new brand which became the company's largest and most profitable SKU in 18 months.
- Worked with internal groups and outside agency to develop new website which communicated the new corporate priorities in a compelling way.
- Developed new corporate marketing materials (website, brochures, videos, promotional campaigns) that reversed negative sales and resulted in the company's largest brand growing 10% annually over three years (3x industry rate).

**GOLDEN FROG PRODUCTIONS | BOTHELL, WA
CO-FOUNDER**

MAY 2015 TO DECEMBER 2019

Co-Founded consulting company to work with international and domestic wineries, to develop plans for successful U.S. growth and new product launches.

- Worked with wineries in Argentina, Chile, France and Washington State to develop marketing and sales strategies to stand out in the crowded U.S. market.
- Developed distributor and retailer sales incentives, created point-of-sale and marketing materials. Helped wineries manage logistics, state complexities, pricing, promotions, and national distributor network.

**THE WINEBOW GROUP | GLEN ALLEN, VA
SENIOR VP MARKETING & PUBLIC RELATIONS**

JANUARY 2003 TO JANUARY 2015

Worked with owner of Click Wine Group to sell company to Winebow. Once acquired I was charged with leading the integration of three separate companies marketing, PR and creative services departments into a single seamless team. Within 12 months created a single, focused department which introduced innovative consumer promotions, launched new brands and created trade events, all of which generated excellent ROI.

- Redesigned packaging and introduced innovative marketing and promotions which reversed the company's largest brands from -10% declines to +15% growth in 18 months.
- Managed a highly complicated portfolio of 1,000 imported wine brands and over 10,000 total SKU's, creating both digital and traditional marketing tools, allowing the sales force to understand priorities and unique selling propositions within specific categories. Led to sales increase of 16% in three years, double industry growth.

**CLICK WINE GROUP | SEATTLE, WA
SENIOR VP MARKETING & PUBLIC RELATIONS**

SOLD TO WINEBOW JULY 2008

Recruited by fast growing wine importer to create a marketing and PR group. Primary goal was to create and execute a new strategic direction for the company. Soon after arriving, the largest brand which accounted for 80% of revenues and profits, declined by 25%. Worked alongside the owner to immediately revamp corporate strategy, redirect resources and develop a plan which resulted in financial turnaround. The company's excellent long-term outlook made it a logical takeover target and in 2008 Click Wine Group was sold to a private equity-backed wine importer - The Winebow Group.

- Developed and launched joint ventures in Chile, Argentina, Germany and Spain which over a 4-year period accounted for 40% of company sales, 50% of profitability and became category leaders.
- Changed a reactionary undisciplined marketing and PR department into a professional, innovative team recognized as one of the best in the industry by distributors and retailers, outperforming the largest companies with one tenth or their budgets.

Additional Professional Experience:

Ste. Michelle Wine Estates, Marketing Director, Woodinville, WA

Green Mountain Cidery, Marketing Director, Detroit, MI

The Stroh Brewery Company, Brand Manager, Detroit, MI

The Kellogg's Company, Account Manager, Detroit, MI

EDUCATION

University of Notre Dame, Master of Business Administration

University of Calgary, Bachelor of Arts in Economics

Certifications: Digital Marketing, Cornell University