

DAVID BOWER

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EXPERIENCE

2016 – PRESENT

PRESIDENT & CEO, UPLAND BREWING CO

CHIEF SALES OFFICER, UPLAND BREWING CO

VP OF SALES & MARKETING, UPLAND BREWING CO

Provides total company leadership across brewery and retail business units. Collaborates with shareholders to develop company vision and goals. Spearheads cross-departmental strategy development. Manages all budgets and resource allocation.

Milestones:

- Successfully grew national wholesale distribution footprint & local restaurant group (\$20M ARR)
- Grew Total Revenue by 25% via strategic expansion & increased efficiency
- Within 18 months of transitioning to CEO, achieved consistent profitability for the first time 21 years
- Developed and successfully launched multiple new brands with unique programming.
- Grew flagship brand by 46% (annual recurring volume)

2014 – 2016

DIRECTOR OF SALES, SUN KING BREWING CO

Managed all aspects of the sales department. Developed and implemented new systems and processes to increase efficiency. Responsible for managing and growing all national distribution channels. Developed new KPIs & reporting processes. Collaborated with Brewing and Marketing on new product development. The company experienced record growth during this time.

Skills Developed:

- Key Account / Chain Management
 - Successfully launched Sun King's debut into the grocery channel
- Distribution Management:
 - Developed and executed strategic distribution plan across a network of Midwest wholesalers.
- Leadership & Team Building
 - Recruited, Trained, and Developed a growing team

2013 – 2014

NATIONAL SALES MANAGER, SMOKING GOOSE

Responsible for new account acquisition, customer growth, and wholesaler management across a national footprint. Created and implemented a new CRM program, annual sales plan, and monthly focus item programs. Managed expectations and accountability among distributor sales teams. Worked closely with the production team on forecasting & production planning.

2012 – 2013

SALES REPRESENTATIVE, MONARCH BEVERAGE CO (WORLD CLASS BEER)

Responsible for growing and maintaining assigned craft beer sales route. Responsible for both on-premise and off-premise accounts. Attended trade shows and conducted regular tastings and staff training events. Demonstrated excellent product knowledge and mastery of an expansive portfolio. Grew business by 30% in the first year.

2007 – 2012

CULINARY & HOSPITALITY, BLOOMINGTON, IN AREA RESTAURANTS

As a recent graduate from Indiana University, I made the most of the challenging economic period by working a progression of positions in the culinary & hospitality trade – a skill developed during part-time and summer jobs throughout college. I received steady local media attention for my progressive guest experience and attention to detail, eventually attracting employer Monarch Beverage, beginning my beverage sales career.

EDUCATION

MAY 2007

PHILOSOPHY, JEWISH STUDIES (DOUBLE MAJOR), INDIANA UNIVERSITY

Philosophy course work involving symbolic logic studies, argument analysis, public speaking, critical thinking, and technical writing skills.

SKILLS

- Analysis & Planning
- Marketing & Consumer Psychographics
- Writing
- Leadership & Development
- Public Speaking
- Creative Brand Development

CERTIFICATIONS

- Recognized BJCP, Beer Judge
- Cicerone Certified Beer Server
- Master of Beer Appreciation (MBA)

ACTIVITIES

- Competitive Amateur Cyclist
- Outdoor Enthusiast
- Musician, Songwriter, & Amateur Photographer

COMMUNITY & VOLUNTEER

- Executive Leadership Committee, American Diabetes Association
- Pedestrian & Cycling Ad Hoc Committee, Town of Nashville
- Board Member, CREATE Fountain Square
- Board Member, Musical Family Tree