
Giacomo Turone

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Executive leader with proven ability to succeed in different business roles and drive comprehensive and effective strategies. Solution oriented, self-motivated and resourceful, with strong management and interpersonal skills. A proven ability to build partnerships and collaboration both inside and outside an organization to achieve specific goals and buy-in from supervisors, partners and peers. Analytical skills combined with critical and intuitive thinking attain positive financial results as well as innovation across product line development, sales and marketing strategies, company systems and workflows.

Professional Experience

Taub Family Wine & Spirits Services

Family-owned umbrella entity for a group of related companies in the wines & spirits sector

CFO – January 2020 to present

- Member of the senior management team since 2009, contributed to determining domestic and international vision and strategy for the company, which has achieved over 10% CAGR growth over the past five years
- Manage a team of over 50 employees in finance & accounting, pricing, operations, IT and human resources
- Provide vision, direction, strategic advice and financial oversight for a diverse group of related entities in the wines & spirits space: import (including Palm Bay International), wholesale, production of proprietary wines and spirits brands, marketing services, retail, and hospitality
- Oversee price compliance and price integrity in a highly regulated environment and assisted in development of proprietary cloud-based software for price management
- Restructured functions and responsibilities of accounting team of 10 to streamline operations, simplify intercompany transactions, enforce regular self-auditing, leading to more accurate p&l reporting, tracking of spending vs. budgets and allocation of costs by company in the consolidated financial statement
- Developed and executed a new customers billback invoice control system leading to shorter days receivables and payables as well as alignment of spending with company expectations
- Identified areas of efficiencies for shared overhead costs for related companies and restructured transfer costs to maximize growth opportunities for newly developed businesses
- Redesigned reporting of financial results across functions in the organization. Achieved higher level of accountability and cross functional collaboration tripling net income for 2 consecutive years
- Streamlined intercompany communication and aligned systems to simplify management of human resources, T&E budgets, hiring and onboarding
- Responsible for relationships with banks and other financial institutions; led the renewal of line of credit line contract achieving a reduction of overall costs

Palm Bay International

Industry leading, family-owned and operated, adult beverage importer and producer with partnerships in 12 countries worldwide.

SVP – Brand Development & Planning – January 2013 to December 2019

- Direct and oversee domestic and international brand and portfolio sales strategy, planning, and budgeting managing a team of 12 marketing and portfolio managers
- Lead sales operations initiatives across wine and spirits portfolios for national category leading brands (Cavit, Roscato), niche brands (Col d'Orcia, Wemyss Malts) and emerging brands with leading position in their home markets (Portillo, Yealands)
- Develop new brand and product portfolios (Vanderpump Rosé, Drumshambo Irish Gin, Dos Maderas) in alignment with and in anticipation of industry trends, collaborating and negotiating with brand owners or driving in house development
- Overall portfolio and brand P&L responsibility, accountable for effectively allocating brand budgets to support sales and for contribution margin of each brand and portfolio towards company overhead
- Determine price positioning for products, within the context of margin expectations, competitive sets and specific channel requirements
- Developed system for yearly sales and financial planning filling gaps between finance and sales departments
- Formulate sales objectives by product and brand in coordination with sales department
- Define and manage company growth strategy by brand, portfolio and country of origin while evaluating consumer and market trends

- Drove development of new product lines, brands and programs in partnership with national accounts sales team and customers (Sheep Thrills, Picco)
- Drive solutions to maximize efficiencies for production of proprietary brands, by effectively coordinating sourcing of dry goods and raw materials and appropriately planning to fulfill needs on a just in time basis
- Increased supplier partner participation to sales and marketing expenses by 35% on a per case basis over a period of 5 years.
- Successfully negotiated partnership contracts with leading producers around the world achieving new business growth of 35 million dollars over 5 years
- Manage pricing strategy through development of price management software, achieving a reduction of price support costs by 5% within 3 years

Vice President - Brand Development & Planning – *July 2009 to December 2012*

Director - Brand Development & Planning – *June 2007 to June 2009*

Portfolio Manager – Italian Brands – *May 2005 to June 2007*

- Manage portfolio and brand profitability, allocate budgets, recommend purchase orders and inventory levels
- Liaise with brand owners across the globe to develop a coherent and unique brand strategy and direct sales efforts towards achieving sale objectives
- Coordinate national sales strategy and budgets for portfolio liaising with 100+ sales associates located throughout the territory, and a complex network of wholesalers
- Devise and develop a comprehensive brand strategy in coordination with marketing and public relations efforts
- Coordinate with overseas headquarters of supplier partners and our legal department to ensure strict adherence to legal compliance and guidelines on all issues pertaining to product and packaging development
- Promoted to grow international portfolio and manage direct reports with specific portfolio responsibility

Assistant Director – Supplier Relations – *March 2001 to May 2005*

- Maintained primary and on-going contact with portfolio of suppliers
- Managed overall brand strategy and implementation of sales and marketing actions agreed in conjunction with suppliers by coordinating with sales and marketing teams
- Managed major company events and participation to industry events

Clicquot, Inc. (LVMH)

Subsidiary of LVMH representing proprietary and agency brands.

Metro NY Sales Manager – *April 1999 until February 2001*

- Developed wine portfolio through growth of distribution and sales volumes
- Identified and developed strategic accounts with concentration on-premise
- Supervised sales for twelve territories and corresponding sale representatives
- Managed incentives programming, inventory policies and pricing strategies
- Ran local sales and marketing budget

Education

Universita' Commerciale Luigi Bocconi, Milan, Italy *from 1992 until 1997*

Degree in Business Administration with Marketing and International Business orientation. Thesis' title: "The role of Information Technology for the competitiveness of international corporations".

Other information

Languages: *fluent in Italian, good comprehension and basic communication in French and Spanish*

Software: *Advanced user of Microsoft Office suite, extensive use of formulas and Pivot Tables in Excel, ability to prepare dynamic presentations in PowerPoint; good knowledge of Photoshop. Business intelligence tools (Cognos, Microstrategies) and consumer data analysis (AC Nielsen).*

Personal: *US and Italian citizenship, outdoors enthusiast, passionate about travel and DIY*