

Jeff Doty



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Indiana

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Jeff Doty

Professional Bio



Jeff is an engaging, creative, and passionate leader. Throughout his tenured career in the industry, Jeff has succeeded in many roles with the supplier community as well as within SGWS.

During this time, Jeff has identified many talented individuals and helped develop and grow their careers within the beverage alcohol industry. In doing so, Jeff has been able to grow and maintain high performing teams at various levels.

By collaborating across functional areas such as Finance, Pricing, Commercial Operations, Commercial Sales, Trade Development, and Human Resources, Jeff can communicate effectively to ensure synergy and productivity are kept at high levels across the organization. Collaboration across these functional areas has created a high level of trust and the teams are very effective at solving problems quickly and implementing new process.

Jeff was an integral member of the integration team in Indiana in 2016, which helped bring together two of the largest wholesale organizations in Indiana and create Southern Glazers of Indiana. Through this experience, Jeff has become a very agile manager and able to pivot quickly to meet the high level of demands placed on the business.

As a trusted leader, Jeff is frequently called upon by colleagues to help solve issues, develop process and policy, and disseminate communication to the organization.

As the father of two daughters, Jeff is passionate about diversity and inclusion in the workplace and has been resolute about the application of our culture of FAMILY VALUES to be inclusive. This has been exemplified by former and current team members.

Jeff's goal is to maintain his passion for the business, desire for personal and professional growth, and continuous application of leadership and coaching skills to help SGWS be the best organization in our industry.

"I drive results through clearly defined goals, vision, and positive motivation. I use situational leadership to coach and develop individuals, while maintaining trust and credibility."

Jeff Doty

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Career Objective General Manager with 10 years of experience at SGWS and over 30 years in beverage alcohol. Utilize leadership skills learned over 30 professional years to drive culture, build teams, develop talent, ensure profitability, and grow market share.

Core Competencies Embedding Culture • Strategic Long/Short Term planning • Customer Development and Planning • Communication Process • Performance Improvement • National Program Compliance and Execution • Talent Development • Agility

Highlights Advance Leaders Program Graduate • Indiana Family Values Committee sponsor • Indiana Voluncheers • WSET II

Professional Experience **Southern Glazers Wine and Spirits**
2011 to Present

Vice President/ General Sales Manager – SGWS Full Book
April 2013-Present

Key Responsibilities: Manage full book sales execution for 290+ suppliers, 5 selling divisions, and 200 employees. P&L responsibility for \$320MM in revenue operating at 20.0% GP. Total case volume equivalent to 4MM cases, 66% spirits, 30% wine, and 4% Non-alcoholic.

Key Achievements: Successfully on-boarded Beam Suntory portfolio virtually during 2020 pandemic and delivered the FY NSV plan as well as qualifying for Champions Club. Implemented new RTM to support Beam launch. Eliminated free goods in December 2020, resulting in 1 bsp in GP growth. Successfully adjusted RTM to accommodate launch of Constellation in April 2021. Continuous work to embed our blueprint for "FAMILY VALUES" culture in the organization.

Director Trade Development—Pernod Ricard USA
September 2011 to April 2013

Key Responsibilities: Managed PRUSA AMP resources in the market as well as ensure communication of Pernod Ricard priorities to Full Book. Define and drive PR strategy with Full Book team as well as Full Book VP. Monitor execution of PR brand standards across all channels of trade. Demonstrate fiscal responsibility brand planning with trade.

Key Achievements: FY'11 Top Performing PRUSA market, 2011 Magnum Force winner for outstanding performance. Implemented PRUSA overlay team of 11 roles for the market covering all channels. Implemented WOW with full book staff to deliver 4 consecutive years of plan attainment.

Catalina Marketing Company

February 2010—August 2011

Director Business Development- Beverage Alcohol

Responsible for the alcohol category within the Catalina Network. Develop plans to impact category growth, brand growth, and bundled retail programs to impact share and penetration of client's brands. Network of client's include major brewers, distillers, and wineries.

Pernod Ricard USA

September 2008 – February 2010

Director National Accounts – Off Premise

Key Responsibilities: Directed team of 9 Account Managers and 3 Category Analysts for Supervalu, Safeway, Kroger, Walmart, Sam's Club, Costco, CVS, Rite-Aid, and Target. Total business \$175MM and 2.5MM spirit cases.

Red Bull North America

2007-2008

United States Beverage

1997-2007

Seagram Beverage Company New York, NY

1994-1997

Monarch Beverage Company Indianapolis, IN

1990-1994

Education

B.S. Psychology

Indiana University, Bloomington



1990

Eckard College Center for Creative Leadership

Leadership Development Program -- Feb. 2018

American Management Assn.-Strategic Sales Negotiations 2008

American Management Assn.-Aligning Sales and Marketing 2008

Letter of Recommendation

June 10, 2022

To Whom It May Concern,

I'm writing regarding Jeff Doty, Jeff and I have worked together since September of 2011.

Jeff has been a key member of the leadership team helping to form a culture first at Southern Wine & Spirits and then again when Southern & Glazer merged in 2016. Jeff was a key leader in the transition of both companies (Indiana had the largest footprint of Southern & Glazers) and worked to bring both organizations together. Jeff's deep understanding of the industry and the state brought consistent performance in achieving supplier objectives across a wide base of supplier partners.

Jeff also has worked passionately to develop the people who report directly to him. Providing clear communication and coaching to bring out the very best of each of his employees. Jeff has created a team culture that recognizes great achievement through individual and team recognition.

I believe that Jeff would do an excellent job leading the team in Florida and has the bandwidth to do even more with his vast industry experiences. If you have any further questions or would like to speak to me personally, please feel free to contact me.

Sincerely

Gregg

Gregg Brase

Executive Vice President, General Manager

Coastal Pacific Indiana / Kentucky

Letter of Recommendation



Matthew J. Sullivan
Southern Glazer's Wine & Spirits
6/22/2021

To Whom It May Concern,

I am honored to be writing this letter of recommendation for Jeff Doty due to his outstanding performance and dedication to excellence. I have worked side by side with Jeff the last several years and his work ethic/end results are always on point. He has several years of experience in managing both personnel and his business. He is very analytical in his approach and uncovers all possible approaches to every situation before making an informed decision. He works on making his personnel better and educating them how to build their capabilities. He holds many key relationships in the markets and understands customer's needs while relaying our vision as well.

Jeff would be an excellent candidate for this position as he implements initiatives and provides feedback on what works in the market and where the opportunities are at. He is always willing to assist others and leads by example for many of his teammates. Jeff showcases great initiative in his approach and exemplifies our FAMILY VALUES in all that he does. Jeff has a student of the game mentality and is always willing to provide feedback and learn from others. He has been a mentor to personnel in our organization and many have flourished in different roles in the organization. If you would like to further discuss Jeff's capabilities, I can be reached at 315 559-6411.

Sincerely,

Matthew J. Sullivan, VP Commercial Operation Transatlantic Division, Central Region



JEFF-ON-A-PAGE

Vision

- Lead, grow, and develop supplier and customer relationships with high performing teams providing “Best in Class” results to deliver brand growth, increased market share, and talent development.

Mission

- Embed a culture of collaboration and inclusion to ensure leadership in the market with SGWS teams, suppliers, and customer partners.
- Empower and expect our team to be leaders in the market and provide a leadership mindset.

DiSC Style

- Dominant and Influential
 - Commanding, Pioneering, Resolute, Energizing

Recent Achievements

- SGWS Advanced Leader Program Alumni
- Developed new RTM in 2019 to on board Beam Suntory
 - Highlighting NEW Service Division model to provide competitive advantage in the trade
 - New split book model to provide highest possible service to our supplier community and customer base.
- Initiated necessary enhancements to RTM to accommodate Constellation on boarding
- Performed 2020 furlough and re-hire of on-premise staff with zero attrition
- Successfully eliminated free goods model in December 2020, resulting in 1 bsp in GP growth.
- Implemented 2021 SPP comp model, 150 individual conversations

Non-Negotiables

- | | | | |
|-------------|------------------|-------------|--------------|
| • Culture | • Commitment | • Growth | • Passion |
| • Inclusion | • Accountability | • Integrity | • Excellence |

“I drive results through clearly defined goals, vision, and positive motivation. I use situational leadership to coach and develop individuals, while maintaining trust and credibility.”

SUCCESS ROADMAP



PLAN

- Meet with teams and other divisional leadership to understand AOP and supplier deliverables.
- Learn WOW as well as roles and responsibilities for leadership teams, Comm Ops, S&OP, and Ops teams.
- Understand current status “post” pandemic market dynamics in all channels

CONNECT

- One on One meetings with team members to understand roles, career goals, review IDP’s, and begin to develop relationships.
- Supplier introduction meetings.
- Understand current SPP cadence, SG Proof activation status

EXPLORE

- Meet key customers in markets
- Understand market reporting, market pricing, and nuances to business
- Explore finance levers with team and suppliers to understand P&L drivers, impacts, and opportunities
- Supplier reviews to ensure all deliverable have plans in place

PROPOSE

- Propose monthly cadence with supplier community, trade development, and pricing to ensure programming and goals are aligned
- Ensure timelines are in place to meet “toll gates” for planning, pricing, goals, and incentives on a 90-day horizon
- Propose any new WOW needed based on initial exploration.

COMMIT

- Commit to team development, foster rigorous inclusion, and enable WOW across divisions and within the teams.
- Enable individuals to grow and meet aspirations via IDP process, continuous one on one interactions, and feedback
- Commit to deliver AOP

BUILD

- Build momentum with the teams to define and embed a culture of FAMILY VALUES and ensure we practice leadership by example
- Meet consistently with leadership for growth and development opportunities
- Build relationships internally and externally to capitalize on opportunities to grow market share, revenue, and GP

APPENDIX

- ❑ 3 year Performance
 - ❑ Financial Performance Metrics
 - ❑ Spirit Performance
 - ❑ Wine Performance
 - ❑ Channel Performance
- ❑ YTD

Performance Metrics

2019

Cases

9L Depl % Chg
1/19 - 12/19

+4.2%

3,657,565
Rem LY



Revenue

\$ % Chg
1/19 - 12/19

+7.4%

\$252,688,764
Rem LY



Gross Profit

GP %
1/19 - 12/19 (TY/LY)

19.9% / 19.3%



GP \$50,376,684 / +11.2%
GP \$ / Depl Cs \$13.77 / +\$0.87

2020

Cases

9L Depl % Chg
1/20 - 12/20

-5.0%

3,475,464
Rem LY



Revenue

\$ % Chg
1/20 - 12/20

+28.3%

\$324,290,930
Rem LY



Gross Profit

GP %
1/20 - 12/20 (TY/LY)

19.9% / 19.9%



GP \$64,478,951 / +28.0%
GP \$ / Depl Cs \$18.55 / +\$4.78

2021

Cases

9L Depl % Chg
1/21 - 12/21

-5.4%

3,254,171
Rem LY



Revenue

\$ % Chg
1/21 - 12/21

+16.8%

\$368,570,641
Rem LY



Spirit Suppliers Sales Performance

Top 10 by volume ⚙

Description	1/19 - 12/19 9L Depl ↓	% Chg	Chg	1/18 - 12/18
Total	2,356,627	4.8%	107,271	2,249,356
Jim Beam Brands Co	752,202	2.2%	16,161	736,041
Sazerac North America Inc	346,806	-0.6%	-2,225	349,031
Proximo Spirits Inc	267,453	6.6%	16,472	250,981
Pernod Ricard USA	251,709	3.3%	8,073	243,636
Constellation Brands	201,486	20.8%	34,662	166,823
Fifth Generation Inc	199,728	26.5%	41,893	157,836
Mccormick Distilling Co	73,513	-4.2%	-3,185	76,699
Campari America	70,367	4.3%	2,885	67,482
Mast Jagermeister US	47,186	0.7%	348	46,838
United States Distilled Produc	39,191	-1.3%	-518	39,708

← **2019**

2020 →

Top 10 by volume ⚙

Description	1/20 - 12/20 9L Depl ↓	% Chg	Chg	1/19 - 12/19
Total	2,287,025	-3.0%	-69,602	2,356,627
Jim Beam Brands Co	661,422	-12.1%	-90,780	752,202
Sazerac North America Inc	367,259	5.9%	20,453	346,806
Proximo Spirits Inc	339,125	26.8%	71,672	267,453
Fifth Generation Inc	256,811	28.6%	57,083	199,728
Constellation Brands	211,795	5.1%	10,310	201,486
Campari America	71,633	1.8%	1,265	70,367
Mccormick Distilling Co	69,666	-5.2%	-3,847	73,513
Pernod Ricard USA	61,038	-75.8%	-190,671	251,709
Sazerac Company Inc	48,129	110.0%	25,215	22,915
United States Distilled Produc	47,811	22.0%	8,620	39,191

Top 10 by volume ⚙

Description	1/21 - 12/21 9L Depl ↓	% Chg	Chg	1/20 - 12/20
Total	2,161,399	-6.6%	-152,550	2,313,950
Jim Beam Brands Co	625,928	-4.3%	-28,123	654,051
Sazerac Company Inc	412,460	-0.7%	-2,941	415,401
Proximo Spirits Inc	327,356	-3.5%	-11,896	339,252
Fifth Generation Inc	296,484	15.4%	39,667	256,816
Constellation Brands	197,247	-6.8%	-14,435	211,682
Campari America	72,890	1.8%	1,255	71,635
Mast Jagermeister US	53,334	15.8%	7,283	46,051
Ole Smoky Distillery LLC	40,248	73.9%	17,099	23,149
Phillips Products Company LLC	30,586	-14.8%	-5,324	35,910
Four Roses Distillery LLC	20,023	8.1%	1,503	18,520

← **2021**

Wine Suppliers Sales Performance

Top 10 by volume 🌀

Description	1/19 - 12/19 9L Depl ↓	% Chg	Chg	1/18 - 12/18
Total	1,133,615	3.5%	38,492	1,095,123
Constellation Brands	265,404	23.0%	49,601	215,803
Sutter Home Winery Inc	258,600	-0.4%	-978	259,578
Deutsch Family Wine & Spirits	120,696	1.8%	2,087	118,609
Ste Michelle Wine Estates	90,442	1.8%	1,623	88,820
Easley Enterprises Inc	46,907	35.2%	12,224	34,683
Palm Bay International Inc	29,711	-3.2%	-973	30,684
Bogle Vineyards	27,696	6.2%	1,608	26,088
Pernod Ricard USA	22,785	-7.0%	-1,718	24,503
Terlato Wines International	18,247	7,824.7%	18,017	230
Shaw Ross International	17,044	3.4%	562	16,482

← **2019**

2020 →

Top 10 by volume 🌀

Description	1/20 - 12/20 9L Depl ↓	% Chg	Chg	1/19 - 12/19
Total	1,052,088	-7.2%	-81,527	1,133,615
Constellation Brands	263,447	-0.7%	-1,957	265,404
Sutter Home Winery Inc	238,507	-7.8%	-20,093	258,600
Deutsch Family Wine & Spirits	130,795	8.4%	10,099	120,696
Ste Michelle Wine Estates	70,655	-21.9%	-19,787	90,442
Bogle Vineyards	32,328	16.7%	4,632	27,696
Palm Bay International Inc	31,168	4.9%	1,457	29,711
Precept Wine Brands LLC	20,706	26.0%	4,270	16,436
Entente Spirits LLC	20,023	21.9%	3,600	16,423
Sazerac North America Inc	18,034	49.2%	5,944	12,091
Terlato Wines International	17,672	-3.1%	-575	18,247

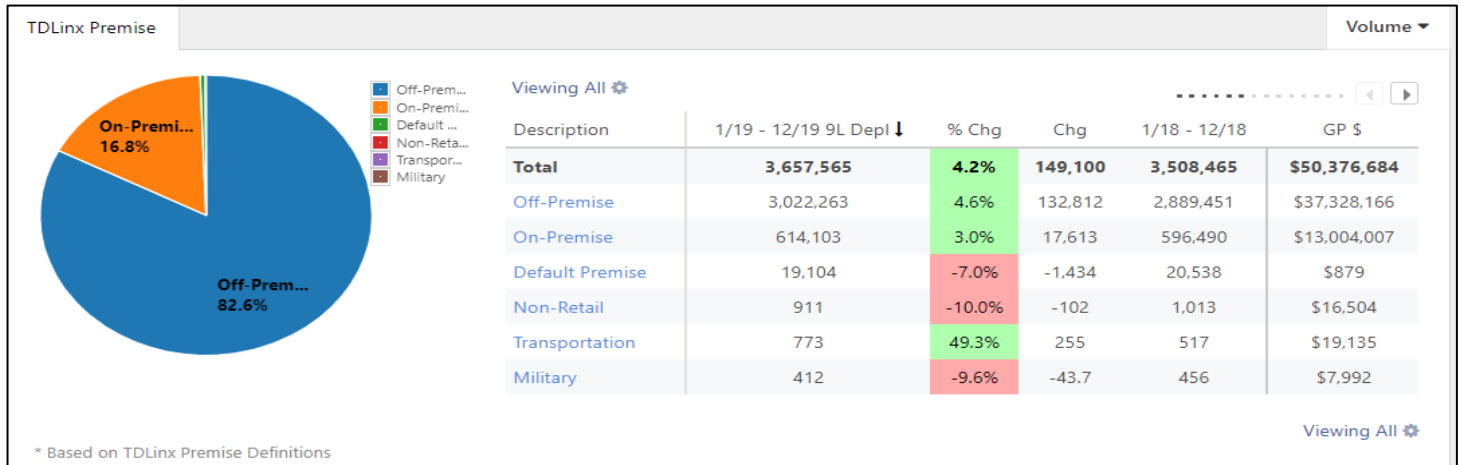
Top 10 by volume 🌀

Description	1/21 - 12/21 9L Depl ↓	% Chg	Chg	1/20 - 12/20
Total	932,866	-6.1%	-60,245	993,111
Constellation Brands	244,928	-8.5%	-22,877	267,805
Sutter Home Winery Inc	224,867	-5.7%	-13,649	238,516
Deutsch Family Wine & Spirits	121,490	-7.1%	-9,257	130,747
Ste Michelle Wine Estates	67,674	-4.2%	-2,982	70,655
Bogle Vineyards	32,018	-1.0%	-310	32,328
Sazerac Company Inc	28,258	54.3%	9,942	18,316
Palm Bay International Inc	24,779	-12.7%	-3,612	28,391
Precept Wine Brands LLC	19,666	-5.0%	-1,040	20,706
Entente Spirits LLC	17,850	-10.8%	-2,172	20,023
Prestige Wine Imports Corp	14,168	1.0%	137	14,030

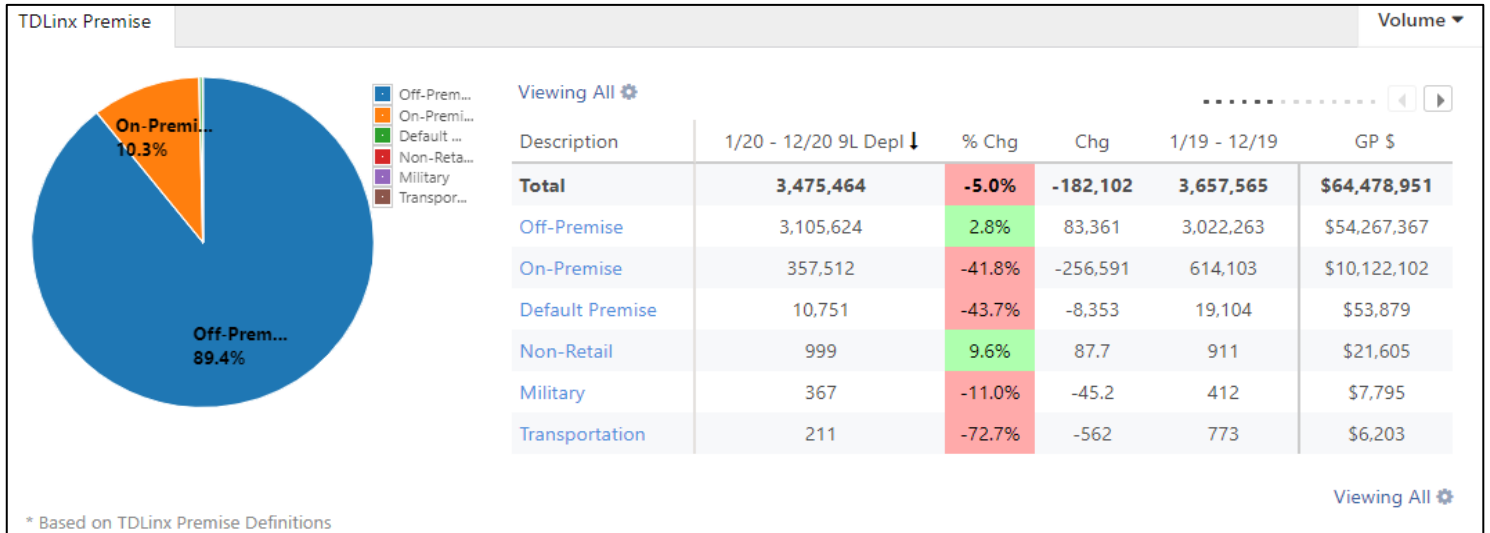
← **2021**

Channel Sales Performance

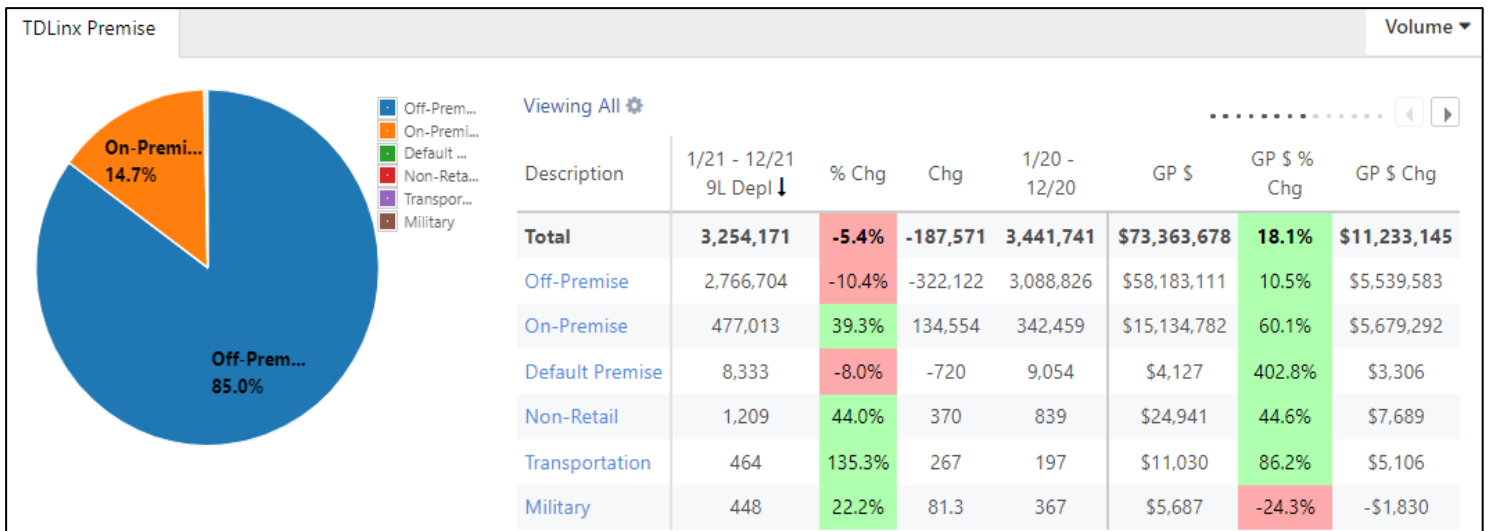
2019



2020



2021



2022 YTD Sales Performance

Cases

CYTD 9L Depl % Chg
Jan - Aug

+0.3%

CYTD 2,059,604
Rem LY 1,200,463



Revenue

CYTD \$ % Chg
Jan - Aug

+10.8%

CYTD \$245,257,956
Rem LY \$147,141,974



Gross Profit

CYTD GP %
Jan - Aug (TY/LY)

20.2% / 20.1%



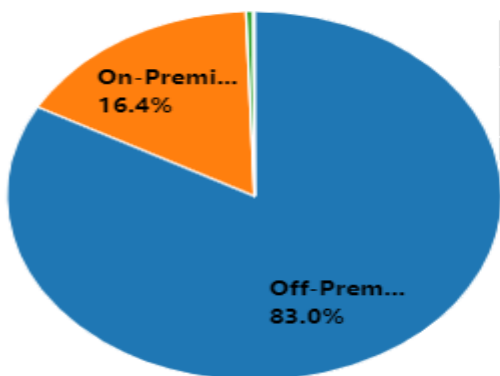
GP \$49,449,039 / +11.2%
GP \$ / Depl Cs \$24.01 / +\$2.36

Top 10 by volume

Description	CYTD LME 9L Depl ↓	% Chg	Chg	CYTD LY
Total	2,059,604	0.3%	5,896	2,053,708
Jim Beam Brands Co	379,251	5.4%	19,464	359,787
Sazerac Company Inc	290,155	-3.4%	-10,088	300,243
Constellation Brands	286,711	-0.7%	-1,923	288,634
Proximo Spirits Inc	222,377	-2.7%	-6,164	228,541
Fifth Generation Inc	192,484	9.8%	17,111	175,373
Sutter Home Winery Inc	142,711	-4.6%	-6,887	149,598
Deutsch Family Wine & Spirits	76,345	-1.9%	-1,439	77,784
Red Bull North America	55,516	14.2%	6,903	48,613
Campari America	44,603	-2.2%	-1,013	45,616
Ste Michelle Wine Estates	36,155	-7.8%	-3,072	39,227

Significant material availability issues affecting overall deliverable

TDLinx Premise



- Off-Prem...
- On-Premi...
- Default ...
- Non-Reta...
- Transpor...
- Military

Viewing All

Description	CYTD LME 9L Depl ↓	% Chg	Chg	CYTD LY
Total	2,059,604	0.3%	5,896	2,053,708
Off-Premise	1,709,548	-1.6%	-27,880	1,737,428
On-Premise	338,800	9.5%	29,479	309,321
Default Premise	9,775	75.4%	4,203	5,572
Non-Retail	872	3.6%	30.0	842
Transportation	413	70.1%	170	243
Military	196	-35.0%	-106	302