

ALEX GARNER

CONSULTANT

STRATEGY | PLANNING | IMPLEMENTATION

Phone: (214) 674-8242

Email: alex@sagecrestgroup.com

Website: www.sagecrestgroup.com

LinkedIn: www.linkedin.com/in/alexbgarner/

PROFESSIONAL SKILLS

STRATEGY Analysis, Action Plans, Implementation, Execution

STRATEGY IMPLEMENTATION Contract Negotiation, Vendor Management, Cross-Functional Alignment

FINANCE Venture Capital, Budgeting, Forecasting, Legacy Finance Markets, Analysis

BUSINESS DEVELOPMENT Strategic Partnerships, Vendor Relationships, Client Base

LEADERSHIP Thought Leadership, Motivation, Mentoring, Coaching, Vision, Direction, Clarity

THINKING Problem-Solving, Subject Matter Expert (SME), Advising, Consulting, Systems

SALES & MARKETING Sales Strategy, Sales Enablement, Sales Plans, Sales Initiatives, Sales Management, Marketing Growth Plans, Marketing Strategy

COMMUNICATION Negotiation, Public Speaking, Presentation, Persuasion, Sales, Management, Leadership

OPTIMIZATION Process Re-engineering, Contract Negotiation, Systemization, Metric Analysis, Distribution

• EDUCATION

Bachelor of Business Administration
UNIVERSITY OF TEXAS-SAN ANTONIO

Special Training

KARRASS SALES & NEGOTIATION TRAINING

• EXPERIENCE

Growth Strategy Consulting & Implementation

10+ years Strategy Consulting, Sales Operations/Revenue Operations

10+ years of experience in start-ups, venture capital

10+ years of experience in change management and turn-around consulting.

10+ years of experience in strategy implementation and follow-through.

• PROJECTS

Lampasas Springs Co | Strategic Business Consultant

Waco Bottling, LLC | Strategic Business Consultant

Rocky Mountain High Brands | Marketing Strategy Consultant

Yumix | Business & Marketing Consultant/Facilitator

Coca-Cola | National Account Manager

Thanasi Foods | Regional Sales Manager

Abacus Technologies | Account Manager

Conagra Foods | Key Account Manager

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PROFESSIONAL SUMMARY

- Develops actionable strategic plans, action plans for implementation, manages sales, marketing growth, and go-to-market strategies for clients, ensuring success of growth strategies.
- Provides business critical insights using analytics, ensures cross-functional alignment of business goals and the execution of strategic plans.
- Helps clients forge rapid, data-driven, and practical strategies to boost their growth and profits.
- Translates abstract concepts into concrete plans of actions with realistic, executable initiatives for relevant business cases, drafts clear action plans and sees them through to completion.
- Identifies opportunities to add and accelerate value-add delivery.
- Streamlines and manages annual budget planning, quarterly forecasting, and monthly budget forecast of financial processes - experience managing \$3M+ budget.
- Effective negotiator responsible for significant gains in efficiency and reduction in cost through contract negotiations.
- Familiar with sales and marketing tools (i.e., Salesforce), CRM, CMS, Auto-Posters, and autoresponders.
- Superior communications skills (presentation, written, and verbal) and a demonstrated ability to communicate/present effectively at all levels of the organization, including the C-suite.
- A highly motivated and energetic self-starter and skilled problem-solver with initiative, drive, and determination to deliver outstanding results.

PROFESSIONAL EXPERIENCE

○ SAGECREST GROUP APRIL 2020 —

PRESENT

○ CHIEF STRATEGY

CONSULTANT/PRINCIPAL

Miami, Florida

- Defines tailored strategies for growth, expansion, and marketing.
- Engages clients to frame issues, structure problem-solving, and to optimize business practices and processes.
- Works with early-stage businesses and startups from strategy through implementation of strategic initiatives to completion of strategic business goals.
- Subject Matter Expert on strategic planning and implementation or execution of strategic action plans, marketing, the selling process, finance, contract negotiations, supply chain management, procurement, change management, manufacturing, and contract packaging.

Key Skills: Consulting, Strategy, Planning, Advising, Leadership, Management, Marketing

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Your success is my success. Leveraging expertise to help entrepreneurs build dreams.

○ LAMPASAS SPRINGS CO APRIL 2020 -

PRESENT

▪ STRATEGIC BUSINESS CONSULTANT

Miami, Florida

Advised founders on business practices, contracts, business management, equity ownership structure, brand positioning, and overall strategy with five-year pro forma. Increased profit margins +30% by lowering COGs through vendor relations and contract negotiations.

- Led product development, brand positioning and formulated go-to-market strategy for Johnny Walker's BBQ seasoning company.
- Built vendor relationship and negotiated contracts, lowering COGs over 30.
- Worked with a marketing agency on creative design and brand messaging.

Key Skills: Consulting, Strategy, Planning, Advising, Leadership, Management, Business Strategy, Financial Analysis, Vendor Relations, Contract Negotiations, Procurement, Product Development, Branding, Brand Positioning, Marketing Strategy, Procurement

Finding the most effective point of optimization to increase profit without increasing costs, resources, or sales.

WACO BOTTLING, LLC

APRIL 2020 - PRESENT

▪ STRATEGIC BUSINESS CONSULTANT

Woodway, Texas

Acquired licensures for less than \$7500, while adding over \$3,000,000 in revenues within 24 months of acquisition. Devised marketing and distribution strategy and lowered cost of goods over 25%.

Key Skills: Consulting, Strategy, Planning, Advising, Leadership, Management, Contract Negotiation, Supply Chain Optimization, Management, Market Distribution Strategy, Procurement

Expertise in profit and revenue maximization involving all aspects of brand management and marketing.

ROCKY MOUNTAIN HIGH BRANDS

APRIL 2020 - PRESENT

▪ STRATEGIC MARKETING CONSULTANT

Plano, Texas

Advised the Chief Marketing Officer (CMO) on brand positioning and chain strategy for hemp-based canned beverage. Secured specialized packaging equipment below the agreed-upon budget.

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Key Skills: Consulting, Strategy, Planning, Advising, Leadership, Sales, Marketing, Management, Contract Negotiation, Branding, Brand Positioning, Vendor Relations, Procurement

Focusing on implementing success strategies in branding, positioning, and marketing for optimal growth.

YUMIX PROJECT

APRIL 2012 – NOVEMBER 2020

▪ BUSINESS & MARKETING CONSULTANT/FACILITATOR

Dallas, Texas

I brought this concept to life, from an idea written on a napkin, turning it into a reality then taking to the world's largest retailer.

<https://www.instacart.com/products/18415469-yumix-margarita-6-5-fl-oz>

<https://www.beveragedaily.com/Article/2019/08/27/Yumix-cocktails-land-in-Walmart>

<https://www.instagram.com/drinkyumix/>

- Launched a unique "mix-your-own" cocktail brand in the crowded alcohol beverage space.
- Involved in product development, testing, research.
- Introduced unique flavors, further differentiating product and attracting a wider audience of buyers.
- Responsible for marketing strategy, branding, pricing, positioning, distribution, launch campaigns.
- Negotiated distribution with large wine and spirits distributors in the U.S. including Southern Glaziers Wine & Spirits and Ben E. Keith and secured \$3 million in venture capital.
- Ensured implementation procedures were in place for a smooth launch.
- Managed project deadlines and budget to make sure we made the most of the venture capital and ensure ROI on schedule.

Key Skills: Consulting, Start-Up, Strategy, Planning, Advising, Leadership, Management, Sales, Marketing, Branding, Brand Positioning, Contract Negotiations, Vendor Relations, Procurement, Distribution Strategy, Marketing Strategy, Supply Chain Optimization, Product Development, Product Launch, Go-to-Market Strategy

Full-circle use of all skills from ideation through deployment and successful follow-through.

COCA-COLA

NOVEMBER 2010 – APRIL 2020

▪ NATIONAL ACCOUNT MANAGER

Austin, Texas

- Promoted, sold, and merchandised top accounts in the Central Region of the U.S., complying with company standards for all allied products, building trust with customers.
- Grew portfolio of accounts to achieve \$10 million in annual sales, consistently recognized for exceeding targets.

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Key Skills: Growth Strategy, Planning, Advising, Leadership, Management, Account Management, Business Growth, Sales, Sales Strategy, Consultative Sales, Advising, Marketing, Negotiations, Communication

Expanding a regional sales empire through trusting relationships and exceptional service, advice and negotiations.

○ CONAGRA FOODS JUNE 2006 —

SEPTEMBER 2007

▪ KEY ACCOUNT MANAGER

Chicago, Illinois

- Managed Ralphs/Food4Less supermarket accounts in Southern California, managing 40 brands and \$30 million in sales. Promoted to the Key Account Manager position after nine months of employment.

Key Skills: Consulting, Strategy, Planning, Advising, Leadership, Management, Account Management, Business Growth and Development

Ensuring ongoing sales growth with sales, sales strategy, marketing strategy, brand management, positioning, and distribution.

ACHIEVEMENTS

TV APPEARANCES

- [Good Morning Columbia](#)
- Good Morning Texas
- [ABC News Low Country Live](#)
- [24 News Toledo](#)
- Fox 51 Good Day
- KETK NBC

PRINT MEDIA

- [Charleston Grit](#)
- [Walmart Open Call](#)
- [The Spirits Business](#)
- [Plastics Today](#)
- [Beverage Daily](#)
- [Packaging Digest](#)

PODCASTS

- [Buzzsprout: Lessons in Grit](#)

RADIO

- CEO Spotlight with David Johnson, Dallas, TX

PUBLIC SPEAKING

- 2020 Packaging Conference in Austin, TX

INVENTIONS

Inventor and patent holder of the Clasper Bottle

AWARDS

[The Clasper Bottle has won two major packaging design awards \(Article\):](#)

Institute of Packaging Professionals (IoPP) 2017

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AmeriStar Package Award in the alcoholic beverages category 2017