

MARK KING

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Motivated, successful, professional executive, with management experience throughout the U.S. Strong track record of building brands throughout the U.S., with solid commercial wholesaler and retailer relationships.

Austin Eastciders

September 2011 – Present

President and Co-Founder

Co-Founder of a craft cider company, specializing in authentic English style ciders. Created brand platform and strategies and launched locally in kegs in summer 2012. Success led to becoming fully funded in fall 2012, raising capital to begin production in various formats, and launching kegs locally in Austin. Have since developed distributor network throughout Texas, and gained distribution in key accounts HEB, Kroger, Safeway, Spec's, CVS, Walgreen's, Whole Foods, Central Market. Brand became the #2 cider brand in Austin after only 6 months of sales, competing with major national brands.

The Gambrinus Company 2011

January 2010 – August

National Sales Director

Sales chief for the 4th largest craft beer supplier in the U.S., with three breweries: Shiner Beers in Texas, BridgePort Ales in Portland, Oregon, and Trumer Pils in Berkeley, California.

- Manage national sales force of 20 field representatives and national accounts.
- Responsible for wholesaler network development, brand development, pricing and sales execution strategies.
- Work closely with all breweries on new brand development, packaging and production forecasting, and procurement.
- Led all three breweries to record sales year in 2010, reversing 5-year decline at BridgePort.
- Led brand expansion in several markets, including New Jersey, Minnesota, South and North Dakota, Wisconsin and Illinois.
- Managed sales strategies, business plans, and logistics for several new package and product introductions – all in first year. All initiatives were well executed, and helped Gambrinus grow their leadership position in the very competitive and growing craft segment:
 - Shiner Beers – Shiner Oktoberfest, Shiner Bock 12 pack cans, Shiner Spring Seasonal, Shiner Summer Seasonal, Shiner Light Blonde, and Shiner 102 Anniversary
 - BridgePort Ales – BridgePort Hop Czar, BridgePort Kingpin, BridgePort Summer Squeeze, BridgePort “Big Brew” series
 - Trumer Pils – Trumer Pils 12 pack bottles

Beam Global Spirits & Wine

June 2007 – January 2010

Future Brands was a joint venture between the Absolut Spirits Company and Beam Global Spirits & Wine. They were the second-largest supplier of spirits in the United States, selling Absolut Vodka, Jim Beam Bourbon, Sauza

Tequila, Cruzan Rum, and a full portfolio of spirits and cordial liqueurs. Future Brands was dissolved in 2009, when a competitor acquired Absolut Spirits Company, and Beam became a stand-alone spirits company.

Vice President, Sales, Western Division - Beam Global Spirits & Wine (2008-2010)

- Managed 6 state sales division (CO/NM/AZ/NV/HI/AK), generating \$140 million in gross profit.
- Development of the Annual Business Plan including sales strategies, pricing, execution, volume and profit delivery.
- Monitor and measure performance of distributor network; negotiate and manage distributor investment and support.
- Collaborate with National Brand Teams to develop and execute marketing programs and sales strategies.

Vice President, Sales, Western Division – Future Brands LLC (2007-2008)

- Manage sales execution efforts for J-V partners, Absolut and Beam Global through sales force and wholesaler partners
- Manage 9 million (9 liter) case Region
- Manage 3 Divisions throughout 12 states. Drive the sales, marketing, pricing, and management processes to effectively grow volume and profit
- Develop tools to gauge effectiveness of planning, budgeting, and execution of the Annual Business Plan
- Manage the supplier-wholesaler relationship for maximum return and execution of sales programming

InBev USA / Labatt USA

January 1991 – April 2007

Division Vice President, South/Central Division (2004-2007)

- Managed 580,000 Barrel Division (8 million cases), 200 wholesalers, 15 states
- Managed team of 50 Field Sales Representatives, plus marketing, national accounts, office staff and operations
- Responsible for sales and marketing execution for portfolio of import specialty beer brands including Stella Artois, Bass, and Beck's
- Responsible for P&L, managing over \$120 Million in sales, and a total budget of \$11 Million for sales, local marketing, and overhead
- In 2005 and 2006, led all divisions in NNT/pricing deliverable, while achieving import growth of over 8% across the portfolio
- Successful launch of Stella Artois brand into 8 states, hitting all sales, distribution and volume goals
- Successful launch of Beck's Premier Light, leading all U.S. divisions in both distribution and sales volume

Regional Sales Manager, South (1999-2004)

- 200,000 barrel Region with 50 wholesalers
- Managing team of 7 Field Sales Representatives
- 5 consecutive years of delivering top volume growth, margin growth, and profit
- #1 Region Manager in 2004, winning first place in the "Circle of Excellence" program; only Region Manager to hit 100% of both volume and profit targets

- Set up 3.2 distributor network in Oklahoma, while maintaining Strong Channel growth

District Manager, Texas (1996-1999)

District Manager, Chicago/Iowa/Wisconsin (1994-1996)

District Manager, Pacific Northwest (1993-1994)

District Manager, Southern California/Southern Nevada (1991-1993)

Anheuser Busch, Inc., Western Division - Field Sales Supervisor (1987 – 1990)

Coast Distributing Co., San Diego, California - Sales Representative (1986 – 1987)

Education: *BS, Business Administration, Marquette University, Milwaukee, Wisconsin, 1984*