

# COLIN ROBERT MACNEVIN

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Compelling customer-focused high-energy **Sales & Marketing executive** prized for developing sales talent and creating value while building brands for CPG / beverage alcohol companies. Strategic & analytic skills leveraged in leading and forming collaborative solutions with internal & external teams to drive company objectives. Motivational leader adept at cultivating & developing world-class teams that maximize customer penetration & exceed expectations.

## Leadership Competencies that Drive Success

- Strategic Planning
- Turnarounds
- Sales Team Development
- Key Account Management
- Trade & Brand Marketing
- P & L
- Open New Markets
- Multi-Matrix Collaboration
- Sales Execution & Operations
- Entrepreneurial Savvy

### LEVECKE CORPRATION

2019 – Present

#### *Vice President of National Accounts*

*Danbury, CT*

Hired away from Liquid Proof Beverage by a 4<sup>th</sup> generation, family owned supplier to be a member of the executive committee and to lead the transition away from being so reliant on Private Label brands.

- Due to Covid-19 decimating the on-premise channel, I created and led our solution-based sales efforts to maintain and grow our sales volumes with Avendra and our national hotel chains, even with the amount of property closures. Currently leading a complex national Marriott project on a large kiosk-based, touchless self-serve food & beverage initiative for select service hotels that will help shape the future of incremental non-room sales revenue & profits.
- Created a new strategic sales plan to cover the national off-premise channel that focusses on leveraging company capabilities in private label to enhance and grow our branded business with our import partners and owned brands.

### LIQUID PROOF BEVERAGE, LLC

2011 – 2019

#### *Founder & Managing Director*

*Danbury, CT*

Created a national sales & marketing consultancy company that provided cost-effective, outsourced solutions that drove results for my beverage alcohol clients. I represented a portfolio of craft spirits and wines and worked closely with brand owners to provide them the best return on their investment.

- Represented SOTO Sake as the Vice President of Sales and Business Development for the USA, building out a national sales team & sales into new markets.
- Was hired away by Azzurre Spirits Corporation to be the Vice President of National Sales in 2017 to build out a national sales team and launch a truly innovative handcrafted spirit called Empress 1908 Gin. Successfully launched 22 new markets in just 12 months, becoming the best craft spirits launch ever for our customers. Under my leadership, the Empress 1908 Gin brand was one of the fastest growing craft gins, according to ACNielsen, to achieve a \$60M company valuation.
- Represented Deep Eddy Vodka as their broker for the Global Military channel, being first to export the brand to Europe, ahead of it being acquired by Heaven Hill.

### PALM BAY INTERNATIONAL

2010 – 2011

#### *Vice President, National Sales Manager – Spirits*

*New York, NY*

Developed, led and created a specialized national spirits sales division for a large family owned import wine company. Recruited, hired and trained a dedicated regional & State management structure to work collaboratively with over 100 distributor sales & national account team members to execute against and deliver spirits division brand plans.

- Launched Skinnygirl Margarita, the fastest growing spirits Ready-to-Drink brand driving sales over 150,000 cases in just 9 months. Led all brand sales & marketing execution up until the brand being acquired by Beam Global for over \$100M.
- Reinvigorated & Re-launched brands like Aperol with new strategies and programs, achieving best in class results.

**PERNOD RICARD USA**

2002 – 2009

***Vice President / General Manager – National Accounts Division******Purchase, NY***

Led a National Account wines and spirits sales division consisting of 45 personnel with collaborative coordination of four geographic sales divisions consisting of 300 sales managers and multiple independent distributors. Created a collaborative planning process that involved brand teams, sales divisions and Distributors to achieve sales and profit goal targets to deliver a \$250MP&L through three major acquisitions (Seagram's, Allied Domecq, Absolut).

- Created & developed Global Military channel business and became Chairman of the DISCUS Military Committee in 2003.
- Fastest Growing Spirits & Wine Supplier in Chains from 2006 - 2008, according to ACNielsen.
- Asked twice by the CEO to simultaneously act as the DVP, Western Sales Division during leadership transitions and delivered the fiscal year plans.

**DIAGEO**

1998 – 2001

***Director of Global Military******Dallas, Texas******National Accounts Manager, On-Premise***

Directed the strategy, planning, organization, control, sales, and execution of the global military channel and strategic accounts. Provided direction for domestic and international brokers that represented our products.

**TROPICANA PRODUCTS, Division of Seagram's**

1995 – 1998

***Southwest Regional Sales Manager******Dallas, TX******Branch Manager NYC DSD******Whitestone, NY***

Managed a Multi-State Region calling on and managing multiple food brokers and Direct Store Delivery(DSD) networks. Had responsibility for all non-grocery channels (Convenience, Vending, Foodservice, Dairy).

**E&J GALLO WINERY – New England & New York City**

1989 – 1995

Drove the growth of E&J Gallo brands through an extensive sales management leadership program in New England & Metro NY markets calling on accounts, managing wholesalers, and training & developing sales teams.

**EDUCATION****Colorado State University, *Fort Collins, CO***

Master of Business Administration

*LEAD Award Recipient (Leadership, Excellence & Academic Distinction)***University of Massachusetts *Amherst, MA***

Bachelor of Business Administration

*Major: Management**Cum Laude Graduate, Order of Omega Honor Society**Distinguished Military Graduate, UMASS ROTC (top 10% of class)**President, Theta Chi Fraternity***MILITARY****Captain (Retired), United States Army Reserve, Massachusetts**

Honorary Discharge, June 2002, rank - Captain

Company Commander, 1164<sup>th</sup> Transportation Company, 726<sup>th</sup> MSB

Distinguished Military Graduate, US Army Transportation School 1989

Honorary Discharge, May 1988, rank - Sergeant to become a commissioned Lieutenant

Enlisted September 1985 as a Private First Class

*References Available on Request*