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BRAND AND BUSINESS DEVELOPER

Sales, marketing and business executive with the proven ability to create and manage a diversity of brands, ventures, people and situations. Will inspire strategic, out-of-the-box thinking, vision, teamwork and results for a company committed to growth.

PROFESSIONAL PROFILE

- Experienced. Created, introduced, reintroduced, and managed many ventures ranging from small, niche products to \$100M+ global brands.
- Branding expert with classical consumer packaged goods skills who can ensure that your brand is unique and meaningful, and marketed profitably.
- Strong sales and distribution background. Eight years with the E. & J. Gallo Winery, a top CPG sales organization. Broad experience, including field sales, chain/key account sales, distributor sales, and sales management in all trade channels.
- Executive management with financial and operations skills. Have run businesses and operations for large and small companies, with both large and shoestring budgets.
- Entrepreneurial passion. Enjoy rolling-up-sleeves and creating new ideas and launching businesses.

AREAS OF EXPERTISE

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|---|--|
| <input type="checkbox"/> Executive Leadership | <input type="checkbox"/> Sales & Distribution |
| <input type="checkbox"/> Business Strategy | <input type="checkbox"/> Communications/PR |
| <input type="checkbox"/> New Ventures | <input type="checkbox"/> Advertising, Creative Development |
| <input type="checkbox"/> Branding | <input type="checkbox"/> Operations Management |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Finance |
| <input type="checkbox"/> Brand Management | <input type="checkbox"/> Budgeting |

PROFESSIONAL EXPERIENCE

BrandWerks Group, Golden, CO, *Managing Director, 2000 – present*

The BrandWerks Group www.brandwerksgroup.com is a privately held brand development company that provides strategy and sales/marketing solutions. Specialized services include business creation, finance (planning and funding), brand strategy/development, and design. Focus on growth stage clients, including: *Mulay's Sausage, Wystone's Tea, Diamond Tail Ranch, Rocky Mountain Natural Meats, Washington Group International, Canadian Trade Commission, Colorado Department of Agriculture, Pappardelle's Pasta, Zep Commercial Products, Aquamantra Water, Solterra Foods, Scrambled Oats Inc.*

- Responsible for sales, account planning and management
- Temporary CEO role for some clients
- Lead/supervise team of (currently 15) consultants with diverse skills (legal, finance, research, graphic design, etc.)
- Year-over-year increases in client base and consulting revenues

The Rocky Mountain Soda Brew Company, Golden, CO, *President, 1995 – 2000*

Owner of premium soft drink company. Brands included *Rawhide* root beer, cola and lemonade. Named one of most innovative products by The Denver Business Journal; rated “A+” by BevNet. Responsible for all management functions including board and shareholder relations.

- Created brand and product concept and capitalized company
- Developed and managed 10 state distribution network and direct sales
- Year-over-year revenue growth; sold brand to another beverage company in 2000

Hinckley & Schmitt Bottled Water Group, Inc. (CGE, France), Englewood, CO, *Director of Brand Development, Regional Sales & Marketing 1994-1995*

Responsible for leading the Company’s regional sales, retail marketing and new product development until (early 1995) sale to Suntory Bottled Water Group.

- Directed planning and marketing for the Group’s (\$10M) retail sales division
- Led the re-launch of *Colorado Crystal* and *Hinckley & Schmitt Premium Waters*

Hiram Walker & Sons, Inc. (Allied Domecq, UK), Detroit, MI, *Group Marketing Director, 1991 – 1994*

Responsible for five brands, including *Canadian Club* the company’s flagship brand. Group revenues exceeded \$140M. Profit contribution over \$20M.

- Guided global creative direction and advertising campaign for *Canadian Club*
- Directed all national and regional marketing. \$20M annual budget
- Member of HW Global Acquisition Team. Finalist in \$300M *Absolut Vodka* purchase

Category Development Manager, 1990 – 1991

Managed four spirits categories (vodka, gin, rum, and tequila) and ten new and existing brands. Successfully reintroduced *Beefeater Gin*, a \$870M investment for the company

- Managed *Beefeater Gin*, increasing U.S. market share from 32% to 40%
- Created successful national promotions, “Summer Gin” and “Art of Good Taste”.
- Directed the U.S. launch of *Fris Vodka Skandia*, a joint venture with Danish Distillers

Coors Brewing Company, Golden, CO, *Brand Development Manager, 1986 – 1990*

Managed the startup and on-going operations for an entrepreneurial, *new products operations group* creating the blueprint for what is now Coors’ new ventures division.

- Responsible for an operating team of 5 department heads and 80 members
- Introduced the Company’s first non-alcohol brand, *Coors Rocky Mountain Water*
- Assisted in the management of *Coors* and *Coors Extra Gold* brands

E. & J. Gallo Winery, Modesto, CA, *Associate Marketing Manager, 1978 – 1986; Sales Management, Hotel/Restaurant & Retail Sales Divisions*

- Introduced, managed and assisted in the development of three new products including category leaders *Bartles & Jaymes Wine Coolers* and *E&J Brandy*
- Assisted in the creation and management of national foodservice sales division
- Regional sales and buyer contact for grocery chains and foodservice accounts

EDUCATIONAL EXPERIENCE/PROFESSIONAL AFFILIATIONS

- University of California, Berkeley–A.B., Economics, graduate business studies: Claremont Graduate School, University of California, Los Angeles; University of Colorado
- University of California, Berkeley–Executive Management Program, Marketing
- Hiram Walker/Allied Domecq–International Executive Development Centre
- Advisory Board, Colorado Proud, Colorado Department of Agriculture, Markets Division
- Marketing Committee, Colorado Wine Industry Development Board
- Board of Directors, Genesee Foundation