

# DEREK LAM

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## BRAND MANAGEMENT LEADERSHIP | JOINT VENTURE PARTNERSHIPS | PORTFOLIO OPTIMIZATION

**CAREER SNAPSHOT** – Brand Marketing Leader with 15+ years of progressive experience driving transformational growth across spirits, CPG and emerging industries. Proven track record of revitalizing brands, managing complex joint ventures, and delivering breakthrough marketing programs. Expertise in P&L management, experiential marketing, and building high-performance teams.

### AREAS OF EXPERTISE

Strategic Planning | Brand Management | Go-To-Market Strategy (GTM) | P&L Ownership  
Full-Funnel Campaign Execution | Category Creation & Brand Positioning | Revenue Growth & Pipeline Management  
Digital Transformation | Experiential Marketing | Public Relations | Team Leadership | Event Marketing  
Brand Ambassadors | Product Roadmaps | Stakeholder Relations | Pricing Strategy  
**Technologies:** PowerBI, Microsoft Office Suite, Nielsen/NABCA, IWSR & VIP data

## PROFESSIONAL EXPERIENCE

**Gambit Marketing** – Remote, MO

SEP 2024 – PRESENT

### BRAND MARKETING CONSULTANT

- Resumed selective consulting engagements with a focus on brand strategy, marketing partnerships, and go-to-market execution.

**Real Good Foods, Inc.** – St. Louis, MO

FEB 2024 – SEP 2024

### BRAND DIRECTOR – (Contract)

Brought in to lead strategic reset during organizational restructuring. Directed \$20M business unit spanning 30+ SKUs across grocery, specialty and club channels. Operated across brand, trade marketing and innovation functions, reporting directly to CMO.

#### Portfolio Strategy & Optimization:

- Executed comprehensive portfolio architecture review driving measurable commercial impact:
  - Captured 15% revenue increase through strategic SKU rationalization and pricing optimization.
  - Improved efficiency 20% by implementing optimized retail forecasting methodology.

**Gambit Marketing** – Miami, FL

NOV 2022 – JAN 2024

### BRAND MARKETING CONSULTANT

Providing strategic marketing services across spirits, consumer goods and emerging industries. Leading the development of comprehensive marketing strategies and go-to-market plans for early-stage companies.

#### Strategic Growth & Marketing:

- Developed end-to-end marketing roadmap for Tiger Fiber Hemp Co. driving significant growth:
  - Created comprehensive brand positioning and go-to-market (GTM) strategy.
  - Built content and PR strategy establishing thought leadership platform.
  - Advised leadership team through brand repositioning and relaunch.
- Led strategic partnerships and business development for Swiggle mobile app:
  - Designed pitch materials showcasing value proposition to alcohol brands and venues.
  - Secured partnerships driving 12% increase in platform revenue.
  - Created sales enablement tools supporting partnership acquisition.
- Directed event marketing strategy and sponsorship programming for SOTO Sake:
  - Executed 10 brand activations across 5 priority markets.
  - Developed premium on-premise sampling program.
  - Created bartender education platform building trade advocacy.

**Diageo** – New York, NY

JAN 2021 – SEP 2022

### BRAND DIRECTOR – DELEÓN TEQUILA

Entrusted to revive declining joint venture partnership between Diageo and Combs Enterprises amid significant organizational challenges. Led P&L and brand strategy for DeLeón Tequila portfolio, managing cross-functional teams across brand, innovation, and commercial functions. Entered the role as the VP departed within the first week, resulting in a direct reporting line to the CMO for a quarter until a new VP was onboarded.

#### Partnership Development & Growth Strategy:

- Instituted new joint venture operating model when previous informal approach impeded business momentum:
  - Structured standardized meetings and reporting systems, bridging communication gaps.
  - Developed joint business planning process linking commercial priorities across markets.
  - Initiated quarterly business reviews measuring combined partner performance metrics.
  - Defined clear decision paths between organizations, removing approval bottlenecks.

- **Advanced portfolio performance by addressing gaps in trade execution and commercial strategy:**
  - Drove double-digit YOY Net Sales Value growth and 6-point market share gain.
  - Increased depletion rates 220% through revised distributor programs.
  - Reduced COGS (production costs) by 10% through strategic packaging redesign initiative.
  - Raised digital conversion rates 20% by implementing tracking metrics.
- **Formulated comprehensive growth strategy targeting market share and expansion:**
  - Designed 3-year plan and innovation pipeline to capture opportunities in the premium segment.
  - Led the development of a global campaign to drive brand growth and market expansion while revamping the visual brand identity to improve shelf presence and lower costs.
  - Orchestrated market-specific commercial plans driving distribution gains.

**Bacardi USA – Miami, FL**

**JUL 2018 – DEC 2020**

**SR. BRAND MANAGER**

Selected to reset D'USSE Cognac strategy, a joint venture between Bacardi and Jay-Z's Roc Nation. Advanced to Senior Brand Manager role upon manager's departure, leading complete business turnaround while rebuilding critical partnership.

**Partnership & Brand Development:**

- **Revitalized critical Bacardi-Roc Nation relationship by introducing structured collaboration systems that stabilized partnership and allowed for growth:**
  - Constructed weekly planning and communication schedule, fixing gaps in partner alignment.
  - Developed operational protocols and a clear approval framework to reduce delays in program execution.
  - Hired brand's first-ever Brand Ambassador, bringing authentic cognac expertise to trade education.
  - Launched D'USSE Remixer, educational platform building brand advocacy.
- **Scaled brand performance delivering record-breaking results:**
  - Doubled brand volume from 300K to 500K cases in 24 months through focused distribution drive.
  - Grew revenue 109% YOY by optimizing pricing and promotional strategy.
  - Generated 1B+ media impressions through strategic PR and influencer initiatives.
  - Achieved status as fastest-growing VSOP Cognac brand in US market.
- **Built global growth foundation by developing expansion strategy for priority markets:**
  - Mapped comprehensive GTM plans for Europe, Asia and Travel Retail channels.
  - Wrote brand guidelines standardizing activations for international markets.
  - Launched premium brand experience program at Chateau de Cognac driving advocacy.

**Momentum Worldwide – New York, NY**

**OCT 2015 – JUL 2018**

**SENIOR ACCOUNT MANAGER**

Recruited following Bacardi agency consolidation to head Hendrick's Gin portfolio marketing programs. Supervised 4-person client service team and multi-million-dollar experiential budget. Built brand ambassador program across 1 national and 4 regional markets, while conceptualizing distinctive brand experiences.

**Experiential Marketing & Program Development:**

- **Pioneered national experiential marketing campaigns scaling brand visibility:**
  - Designed Hendrick's Air featuring first-ever hot air balloon/blimp sampling tour.
  - Produced 2-day Cucumber Festival of Wonder activation attracting 20,000+ attendees.
  - Developed 15-market Grand Garnisher mobile tour program.
  - Generated 340M+ media impressions through integrated campaigns.
- **Led strategic sponsorship and field marketing initiatives:**
  - Managed 100+ local sampling events and activations annually.
  - Executed 15+ annual festival sponsorships ranging \$40K-80K each.
  - Co-built first comprehensive event reporting dashboard for client.
- **Expanded brand ambassador program driving trade advocacy:**
  - Identified need and hired 4 part-time ambassadors meeting market demand.
  - Developed ambassador training and education materials.
  - Implemented activity tracking and ROI measurement system.

**Career Notes:** Assistant Account Executive > Account Executive > Senior Account Executive | **Moosylvania (2010 – 2015)**

- Managed Bacardi portfolio (30% of agency revenue,) and won \$3M Bacardi Oakheart experiential launch.

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**EDUCATION**

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**Bachelor of Business Administration & Bachelor of Journalism – University of Missouri (Double Bachelors)**