

JAMES VERRIER

56 Fairfax Road #2
Worcester, MA 01610
646•670•8081

jamescverrier@gmail.com • LinkedIn.com/in/jamesverrier

20+ years of award-winning, multinational, innovative brand building experience in both agency and brand-owner roles. Extensive experience in brand management and planning, innovation and new product development, social media and digital initiatives, personnel development, budget oversight and procurement. Specialization in bringing challenger brands from whiteboard space to marketplace implementation and activation. Industry verticals include Beverage Alcohol & Energy/Teas, Luxury, Travel, Publishing, Non-Profit and Automotive.

COMMONWEALTH DISTILLERS, LLC. (PRIVATE EQUITY-BACKED START-UP)
CHIEF MARKETING OFFICER AND OWNER

GREATER BOSTON
OCTOBER 2018 - PRESENT

- Responsibilities include development and oversight of all marketing, brand management, advertising, public relations, product development, innovation and go-to-market strategy for the planned portfolio offering for this early-stage startup

PARTNERS IN HEALTH
CONTACT TRACER

BOSTON, MA
DECEMBER 2020 - PRESENT

- Member of the Community Tracing Collaborative, working exclusively on the unprecedented Massachusetts COVID-19 initiative in collaboration with the Massachusetts Department of Health
- Utilizing Salesforce, conduct contact tracing outreach, case investigation and link contacts and confirmed COVID-19 cases with community resources to address any fundamental needs (food, medical, financial, etc.) during the pandemic
- Provide on-going counsel to cases and contacts on safety, quarantine and isolation protocols. Liaise with Local Boards of Health and other members of the CTC as warranted in case investigations (Conjugate Settings, Higher Education, Clusters, etc.)

THE JAMES GANG BRAND CONSULTING
FOUNDER AND PRINCIPAL

AUSTIN, TX - GREATER BOSTON
JULY 2011 - PRESENT

- Provide marketing counsel to a variety of brand-challenged clients including ASSEMBLY, Rio Rum LLC, Pique Tea, METER Industries, J&M Concepts, LLC. QUI Tequila, Texas Tea, MJR Fitness, Agency PURE, Austin City Limits, Habitat For Humanity (ReStore) and Commonwealth Distillers

MARTYWEISSANDFRIENDS
DIRECTOR OF CLIENT SERVICE/BUSINESS DEVELOPMENT

NEW YORK, NY
2015 - 2016

- Led Client Service and helped drive business development, marketing and relationship building for an NYC-based, design-centric agency
- Provided business and marketing guidance on brand strategy development, partnerships, go-to-market planning and client content strategies

TBWA\CHIAT\DAY
GLOBAL TEAM LEADER/GROUP DIRECTOR • JAMESON IRISH WHISKEY
PERNOD-RICARD • IRISH DISTILLERS LIMITED, DUBLIN IRELAND

NEW YORK, NY
2013 - 2015

- Was Global Team leader responsible for all marketing initiatives (digital, ATL, BTL) for the Jameson Irish Whiskey brand in 30+ countries; currently the fastest growing brand (#17) worldwide as well as being the top-performer in the Pernod-Ricard portfolio
- Was key member of Global Agency Roundtable responsible for brand governance and strategic oversight
- Led 25 reports through key offices in New York, London, Paris and Johannesburg, interfaced with others as necessary
- Appointed to Leadership team responsible for Account Management Training and Mentor Program

NEW BUSINESS: NORTHWESTERN MUTUAL LIFE, OLMECA ALTOS TEQUILA, LEVI'S DOCKERS and CHOICE HOTELS

J&M CONCEPTS, LLC. (PRIVATE EQUITY-BACKED START-UP)
VICE PRESIDENT, MARKETING & BRAND INNOVATION
BRAND MANAGEMENT/PLANNING

NASHVILLE, TN
2011 - 2013

- Responsibilities included development and oversight of all marketing, advertising, public relations and go-to-market plans across the brand portfolio including Popcorn Sutton's Tennessee White Whiskey, Team RealTree Outdoor Energy as well as Witherspoon Sweet Teas
- Developed and communicated brand strategy, business opportunities, positioning, target audiences, sales and marketing plans across sales teams and external distribution partners
- Led rebranding of the Team RealTree Outdoor Energy portfolio including the launch of Pink Lemonade, inception thru preliminary development of Witherspoon Sweet Teas as well as rebranding of Popcorn Sutton's Tennessee White Whiskey
- Led external partners in the development of brand websites, web-stores as well as distributor POS micro-sites
- Oversaw all social media efforts (facebook, twitter, consumer generated/branded content) with fans in excess of 400,000
- Wrote copy for all internal/external communications including POS, advertising, websites and social media updates
- Oversaw creative development across all communications channels from concept inception through release & production
- Led sourcing of external partners/vendors including but not limited to digital, POS, branded merchandise and all production related materials, including glass, corks, labels, etc.

THE SIDNEY FRANK IMPORTING COMPANYVICE PRESIDENT, MARKETING & ADVERTISING
BRAND MANAGEMENT/PLANNINGNEW ROCHELLE, NY
2007 - 2011

- Was responsible for all marketing and advertising across the portfolio including Jägermeister, Gekkeikan Sake, Jacques Cardin VSOP Cognac, Michael Collins Irish Whiskey, Barenjäger Honey Liqueur and American Harvest Organic Spirit. Annual budgets exceeded \$60MM
- Developed and communicated brand strategy, positioning, target audiences, sales and marketing plans and opportunities for expansion across brand owners, sales force and distributor partners
- Coordinated with external partners to ensure appropriate content and context of Jägermeister within respective branded properties including the Marc Burnett produced TV series "World's Toughest Cowboy", Feld Entertainment's "Monster Energy Supercross", as well as the "Jager 4 Life" digital tattoo initiative with Inked magazine
- Led sourcing, review and selection of external partners including but not limited to digital, research, strategic planning and media
- Was responsible for motivation, training and development of brand management, public relations, mixology, digital/interactive and special event activation teams (11 direct reports, team of 20)

MCGARRYBOWENACCOUNT MANAGING DIRECTOR
INBEV, LEUVEN BELGIUMNEW YORK, NY
2005 - 2007

- Managed InBev's unprecedented 15 market international launch of Brazil's Brahma beer and led development and oversight of the Global Steering Committee
- Sales trajectory moved the brand from 8th place to 6th in global volume in one year, yielding a Silver EFFIE in conjunction with Lowe/Adventa Russia and was named a Superbrands "Brands to Watch"

WALT DISNEY PARKS & RESORTS, LOS ANGELES, CA

- Managed the global repositioning of Disney Parks and launched the celebrity laden "Where Dreams Come True" campaign and oversaw the full re-design of the brand's global identity

NEW BUSINESS: CRUZAN, THE AD COUNCIL and FORD AUTOMOTIVE

TBWA\BRAND ARCHITECTURE INTERNATIONALGROUP ACCOUNT DIRECTOR
PERNOD-RICARD • IRISH DISTILLERS LIMITED, DUBLINNEW YORK, NY
2000 - 2005

- Instrumental in repositioning and global communications re-launch of Jameson Irish Whiskey brand
- Unprecedented growth led to nine consecutive "Hot Brand" Awards by Impact Magazine and was named "2010 Spirits Brand of the Year" by Market Watch

CHIVAS BROTHERS LIMITED, LONDON

- Directed all efforts on Chivas Regal 12 and Chivas Regal 18 brands throughout the Americas including US Hispanic DIAGEO BEERS

- Managed the DIAGEO beer portfolio including Bass Ale, Harp Lager and Red Stripe

OTHER BRANDS: HELP USA, HAMPSHIRE BRANDS, BEST CELLARS and TUMI

LOWE WORLDWIDE (AMMIRATI, PURIS, LINTAS)VICE PRESIDENT/ACCOUNT SUPERVISOR
INTERBREW/LABATT USANEW YORK, NY
1999 - 2000

- Supervised all efforts across the Interbrew/Labatt USA Canadian and European beer portfolios

WEISS, STAGLIANO PARTNERS INC.ACCOUNT DIRECTOR
THE GUINNESS-BASS IMPORT COMPANYNEW YORK, NY
1997 - 1998

- Launched the first US broadcast effort of Bass Ale and Silver Clio winner; www.bassale.com
- Led the positioning and US launch of Caffrey's Irish Ale

THE ECONOMIST

- Responsible for the Silver AME/EFFIE winning OOH/print effort for The Economist

ANGOTTI, THOMAS, HEDGE, INC.SENIOR ACCOUNT EXECUTIVE
SAAB CARS USANEW YORK, NY
1996 - 1997

- Maintained all aspects of account including image, local retail, program mailings and International Diplomat Sales

MARGEOTES FERTITTA + PARTNERS, INC.

ACCOUNT EXECUTIVE

NEW YORK, NY
1994 - 1996

- Supported Godiva Chocolatier, Goldman Sachs & Co., The McGraw Hill Companies and Putnam Investments

BENTLEY UNIVERSITY

BS MARKETING - DEAN'S LIST (GPA:3.75), HONORS INTERNSHIP PROGRAM

WALTHAM, MA
1986 - 1990