

# Brian Rosen

Chief Operating Officer at BevStrat

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## Summary

Brian is one of a handful of three tier experts in the USA. Voted "Ones to Watch" in Beverage Dynamics Magazine. Rosen works with brands, distributors, producers and marketing/ position companies to bring brands to market all over the USA.

Rosen has worked with Americas largest consumer companies including Cohen's Fashion Optical (Top 10 Retail Optician/ Nationally, COO) Target, 7-11, PricewaterhouseCoopers, LevelVision, Fallas Parades, Lulu Lemon, Anheiser Busch, National Wine Distributors, Global Adult Beverage brands.

Brian is globally regarded as THE leading authority in the three -tier system, retail off premise, team leadership, marketing, merchandising, ECOMM and go to market strategy.

Brian has been featured for Forbes, American Beverage License Association, Beverage Dynamics, Wine and Spirits Daily, Beer Business Daily, Wines and Vines, Santa Rosa Democrat, Chicago Tribune, Modern Luxury Magazines, Newsweek, Wine Spectator, Market Watch, Wine Enthusiast, San Francisco Chronicle, CNN, CBS, ABC, NBC, FOX, Food Network, American Distillers Institute, Travel Channel, WCIU, and TNT. Rosen had been named, Retailer of the Year 3X, Forbes Best of the Web 2x, and 14 under 40 winner, amongst others.

Rosen was CEO of his own 100M-retail enterprise, partner at PricewaterhouseCoopers in Retail Performance Improvement/ CPG/ Adult Beverage. Ran his own retail consulting firm and as run Cohen's Fashion Optical. Top 10 optical retailer nationally

Clients include; Anheuser Busch, Target, 7-11, Nomacorc, Testa Wines, Fallas Paradis, Azeo, Mammoth Distilling, Young's Market, Wise Guys Liquors, Beckford's Brands, LibDib, Fresh Market and many more.

Rosen has a B.A. in Business Administration from DePaul University and is a graduate of the University of Chicago Executive MBA Leadership program.

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## Experience

## **Chief Operating Officer**

January 2007 - Present

BevStrat or Beverage Strategy is the one of the USA's most respected and successful brand placement, sales, and strategy companies. Based in over 30 years of Three Tier experience as well as partnerships in PricewaterhouseCoopers, the companies COO, Brian Rosen is regarded as the brand sherpa or brand whisperer for global brands looking to build a market in the USA, sales teams in the USA, and goto market strategy in the USA.

The three- tier climate is in flux in the USA and suppliers are now expected to field their own sales and marketing teams.

Clients come from all over the United States, Europe, Australia, South America, Italy, and Europe.

With the decline and consolidation of the distributor level of the three tier, sales team will become more and more relevant and more brands will need to create and manage them internally. That is what we do  
[www.bevstrat.com](http://www.bevstrat.com)

We have graphics, analytics, industry experts and marketing associates operating in all three tiers on behalf of the brands we represent.

Abridged client list: Youngs Market Company, Wine.com, LibDib, Caldera Distilling, Nomacorc, Uncorked, Anheiser- Busch, Anheiser Busch Atlanta, MillerCoors, Target Stores, Azeo Vodka, PauMaui Vodka, Bickford's Mixers, Vok Brands, Vickers Gin, Beenleigh Rum, Beenleigh Vodka, David Frost Wines, 11 Wells Distilling, Mammoth Distilling, Lemon Ed Cider, 4 Pines Beer and many more.

## **National Spokesperson/ US Sales Manager**

January 2017 - Present

Liberation Distribution "LibDib" [www.libdib.com](http://www.libdib.com) is a San Jose CA based adult beverage distributor. This virtual distributor is the perfect incubator for orphaned brands when the Big 5 will not sell your goods because of conflicting goods. We put more money in the hands of the retailer and on premise account as well as the producer. Located in Silicon Valley we are coders and industry veterans that will offer a route to market for small to mid size brands across all categories.

## **Consultant Manager USA Bickfords Group/ The Americas at Bickfords Australia**

February 2017 - Present

The Bickford's Group is an independently owned collection of companies based in Adelaide, South Australia. Our rich history dates back to 1839, when William Bickford moved to Australia and opened a small apothecary on Hindley Street. From humble beginnings we are proud to offer the highest quality products to our consumers.

The Bickford's Australia business unit focuses on the non-alcohol portfolio and includes Australia's number 1 premium cordial range, originally produced in 1874 and a treasured part of Australia's heritage. Known

for our prize winning cordials and traditional style sodas, the range has grown to include a unique portfolio of contemporary and traditional products including premium juices, soft drinks and syrups. The values of quality and integrity that formed the original Bickford's vision remain true today and exist in every Bickford's product.

Vok is our alcohol beverage unit. It has consistently been one of Australia's fastest growing beverage companies. We own and manufacture a highly awarded portfolio of brands across wine, cider, spirits and ready to drink products. Vok has built a reputation for building brands and returning brands to growth.

We're proud to offer the highest quality products to our consumers, bringing them both tradition and cutting edge innovation. As an entrepreneurial company we are not afraid to lead our competitors with innovative category solutions that create power brands and a legacy for future generations.

We not only produce, market and sell all Bickford's and VOK owned brands, we also own several key strategic assets. These include a \$25m purpose built manufacturing facility, the 5000 tonne crush Step Rd winery in Langhorne Creek, the 23rd Street Distillery in Renmark, the Beenleigh Distillery in Queensland, Pomegranates Australia in the Northern Mallee and the Beresford Estate luxury function centre and Tasting Pavilion, nestled amongst 28 hectares of super-premium vineyards.

### **Chief Executive Officer**

January 2010 - Present

After decades in the Adult Beverage space as CEO of Americas Largest Retailer and 3x Retailer of the Year winner (Market Watch/ Wine Enthusiast) and a leading three tier expert/ consultant, we have been buying/ investing in brands and growing them.

From El Salvador to Australia to Michigan, we have helped brands, grown brands, sold brands.

Our POD (point of difference) is that we have worked in all three tiers and have a unique perspective on what it takes it get on the shelf as well as off the shelf.

Anheiser Busch, Target, Mammoth, Azeo, Cuitian Rum, Wise Guys, Harley, Score, La Luna, and many other brands and brand investment

### **Senior Business Consultant at Zakarian Hospitality**

January 2017 - Present

Zakarian Hospitality is a Hospitality Company that spans across many categories. Led by Chef Geoffrey Zakarian, we have restaurants all over America, retail brands, Food Network shows including; The Kitchen, Cooks V Cons and Chopped.

I am in house advisor and consult to senior leadership on business direction, growth, expansion and business process.

### **Chief Operating Officer at Cohen's Fashion Optical**

March 2015 - February 2017 (2 years)

Cohen's is a top 10 retail optician nationally with 150m+ REV. We are a group made up of both corporate stores and franchise model. 133 stores Nationwide and Puerto Rico.

Founded in 1927, Cohen's has been cutting edge bringing retail/ optical/ new, innovative practices under one retail roof.

Direct reports include HR, Finance, AP/ AR, IT, Purchasing, Marketing and Merchandising.

Scope of Work Flow

P/L Management and accountability

Sales and New Business Development

Marketing inclusive of ECOMM, email, and pure retail

EE's leadership

Bank Relationship inclusive of LOC, ABL, terms and treasury

OpX management - full accountability

Real Estate- new store build and GC management

New Store Development

Vendor Management- inclusive of payments, terms and negotiations

### **Partner, Beverage Division, Retail Performance Improvement, Global**

August 2009 - 2011 (2 years 5 months)

Partner at PricewaterhouseCoopers that worked on such storied clients as Sears, Canadian Tire, LuLu Lemon, 7-11 and Office Depot. Managed a team of 10 that worked on structure and re-structure, ECOMM, merchandising and marketing, CAT management and C Team leadership.

### **President/ COO at Food for Thought Enterprises**

2008 - 2010 (3 years)

I am the President of Food for Thought Enterprises. We are the largest food service contract dining company that is privately held in Illinois.

### **CEO at Sam's Wines & Spirits**

2006 - 2008 (3 years)

Helped lead the team that grew our Global brand from 36M sales to over 75M sales. Implemented many new concepts that are now considered industry standard

### **COO at Sam's Wines & Spirits**

2004 - 2006 (3 years)

Oversaw the running of multi store, multi channel retail operation

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## Education

**The University of Chicago - Booth School of Business**

ELP, Executive Leadership Program, 2007 - 2008

**Activities and Societies:** Active member of the negotiation team, active member of the strategy club.

**DePaul University**

BA, Business, 1988 - 1992

**Activities and Societies:** Ran a student based advertising company (ASI) focused on restaurant menu's and marketing for businesses in the Chicago-land area.

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Honors and Awards

14 Under 40, Keynote Speaker

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[Contact Brian on LinkedIn](#)