

Michael Hoare

-Michael Hoare Brand Mgmt.

10/1/18



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OBJECTIVE

To utilize my four decades of experience to become a board member or Senior Advisor of Sales and Distribution Strategy to help your company achieve its goals. An evaluation of current sales and broker teams, key accounts, and projected sales strategy will be conducted. I will also conduct a review of current distribution, possible additional channel strategies and sales/broker support for those channels if needed. Sales team mentorship/ guidance will be provided as well as assistance in line extensions and private label opportunities.

EXPERIENCE

President of Sales | Kohana Coffee

March 2017-Septemeber 2018

Responsible for hiring and training a national sales team as well as brokers and marketing team. Developed a new sales strategy and sales manual. Reviewed past sales projections and created new projections. Opened an additional 14,000 doors within a 12-month period.

Executive Vice President of Sales | Living Intentions

2014-2016

Trimmed down an extensive line of products to a core line of products. Increased sales the first full year by 30%. Second year increased the distribution DC's of UNFI, KeHE and other independents distributors throughout the country. Built a national broker team.

Vice President of Sales | Brads Raw Foods

2011-2014

Began advising with this brand when annual sales were at \$3.5M taking it through \$1.5M in sales per month. Hired and managed a national sales team, broker teams, and built out the distribution network to cover the different channels of trade.

Co-Owner | Primal Spirit Foods (Vegan Meatless Jerky)

2001-2014

Helped develop product line, financial model, strategy to market and implemented initial sales calls throughout the country.

Also, at this time I began and developed MHBM by becoming an advisor/consultant. During this time I worked with brands like Keeper Springs Water, Route 66 Soda, Balance Water and others.

East Coast Regional Manager | Naked Juice

2000-2001

Increased distribution on the east coast over 200% by bringing on new distributors. Oversaw and began to add new lines of product, such as Ziegler's Apple Cider, Orchid Island Juice and Saratoga Water to those distributors.

Regional Manager-National Sales Manager | Fresh Samantha Juices

1996-2000

In three and half years I was responsible for the growth of Fresh Samantha from 0 to \$23M in the NY Metro area. I hired, trained and managed over 25 driver/sales routes in the NY Metro area after which I moved into a national account role.

Sales Representative -VP of Sales | Mootch & Muck, Inc.

1980-1996

In 1980 I began my career at Mootch & Much with imported bottled waters such as Evian, Ferrarelle, Contrexville, Badoit, San Pellegrino as well as other specialty items emerging during this decade. In the late 80's the New Age beverages (enhanced) began to be introduced into the market through Mootch & Muck. Such items as Clearly Canadian, Vitamin Water, GoGo Energy Drinks and many others.

MICHAEL HOARE BRAND MGMT.-SR. ADVISORY ROLE

Sr. Advisor | Kohana Coffee

2016-2017

When MHBM came on board, it was to find different ways to grow sales. At that time Kohana's primary focus was on building private label, the concentrates and going direct. MHBM suggested building Kohana the brand. This was accomplished by building sales through distribution and utilizing the RTD to build concentrate sales.

Sr. Advisor | Don't Go Nuts/Pinto barn

2015-Present

Assisted and continue to assist in sales and budget planning, making introductions to brokers, distributors and financial planners/investors. Advised on unexplored channels of trade.

Sr. Advisor | Rule Breaker Snacks

2016-2017

Assisted in sales and budget planning, making introductions to brokers, sales managers, financial planners/investors and distributors.

Sr. Advisor | Uncle Matt's Organic Juice

2017

Mentored East Coast Sales Manager. Made introductions to brokers, distributors and Key Accounts.

Sr Advisor | Brads Raw Foods

2011-2012

MHBM strategized a different approach to the newly formed "Raw Food" category. While all of the competition went into the grocery, MHBM suggested that Brads Raw Foods enter the stores through the Produce Dept.

REFERENCES

Reference Name, Company

Eric Skae - Former CEO of Rao's Homemade- eskae@bricktowngrp.com

Bobby Bauer-CEO of Don't Go Nuts/Pinto Barn- bbauer@pintobarn.com

Nancy Kalish-Owner-Rule Breaker Snacks- nancy@rulebreakersnacks.com

Brad Gruno-former owner of Brads Raw Foods- bradgruno@gmail.com

Joshua McHugh-owner of Living Intentions- joshua@livingintentions.com

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