



CHRIS CANNING

LEAD CONSULTING ADVISOR

☎ 707.815.2105

✉ chris@libationsolutions.com

📍 CALIFORNIA, USA

🌐 libationsolutions.com



ADVISORY SERVICES

- Established in 2016, Libation Solutions has been assisting food and beverage companies with product development, packaging development, production, and distribution
- Specializing in solutions for beverage products from concept to consumer
- Currently supporting endeavors in the non-alcohol, alcohol and cannabis based beverage categories within the traditional and alternative beverage segments

CAPABILITIES & SKILLS OFFERED

- Nearly thirty years of first-hand experience in the food and beverage industry
- Executive functionality with ability to develop and implement strategic plans
- Experience working across complex and diverse organizations and situations
- Improved organizational structure through gap closure (financial, strategic, cultural)
- P&L proficiency and understanding
- Decisive actions made on best available information
- Capitalize on previous experiences to minimize time and resource consumption

APPLICABLE PROFESSIONAL EXPERIENCE

Fortune 500 Multinational Food & Beverage Company

- Facilitated cross-functional relationships within a multi-national organization to benefit from subject matter expertise while maintaining an autonomous business unit.
- Directed the repositioning and relaunch of an iconic brand while operating as a subsidiary of a multinational company.
- Created business plan including new product development; sales and marketing strategy and execution.
- Managed agencies related to execution of business plan including advertising and sales campaigns.
- Developed national strategy for foodservice channel including reorganization of local, regional, and national sales teams for strategy implementation.
- Recruited, trained, and retained experienced national sales team servicing all segments within the foodservice channel.
- Continuously evaluated channel profitability and impact to company's goals and initiatives.
- Established and managed distributor and broker networks to achieve new brand market share.
- Managed beverage distributors (beer, wine, and spirits) for sales of premium brands.
- Responsible for P&L management.
- Managed international customer base including Costco, ExxonMobil, Hilton, McDonalds, Starbucks, Tesco, and Wal*Mart within Asia and Europe.
- Coordinated development of new products and services to satisfy needs of customers based upon cultural specificities.