



mark john scattolon

Growth Catalyst | Brand Strategy | Creative Storyteller | Entrepreneur | Speaker

An experienced sales and marketing leader with an award-winning track record of global success over the past 10 years. An entrepreneur, strategist and growth catalyst with success in starting and expanding a business into new markets, and managing an international team.

EXPERIENCE



Partner & CMO

Bevs & Burns

2020-Present

Started as a passion project during the 2020 pandemic, Bevs & Burns was built to serve two needs: to offer Canadians access to quality cigars online, and an alternative sales outlet for cigar manufacturers during a lockdown. Six months later, the business is profitable and generating monthly revenue of \$20K, with over 1,100 active customers. Today, we are Canada's leading cigar enthusiast online shop, offering premium cigars and accessories, and collaborations with wines and spirits.

As CMO, I oversee all the front-end operations of the business, manage all brand marketing, including social channels (+10K following) and established a network of cigar ambassadors / influencers. I also support with creative and artwork direction, and analyzing data to derive insights and form the strategy. Visit us at bevsandburns.com!



Sr. Director of Strategy & Growth

Valiant Creative Agency

2018-2020

Led overall Client Strategy, internal Brand Strategy, and Business Development, had a daily active role in creative ideation, research & insights, and was in charge of writing credibility decks & pitching.

Managed all new business, securing +\$500K in revenue in first 8 months. Clients have included: Canadian Tire Financial Services, Hamilton Tiger-Cats / Forge FC, University Club of Montreal, UNIQLO, Ivanhoe Cambridge, Oxford/SquareOne, iVY Cannabis, LiteBrite & Pound Puppies (Basic Fun!), and Fisherman's Friends.



VP Sales & Marketing

Nickel Brook Brewing Co.

2017-2018

Implemented CRM and Sales Integration Process systems. Managed national sales team of 15 reps while overseeing global partnerships, distributor/exporting agreements and new foreign markets. Oversaw sales growth, forecasting, and resource planning with monthly reporting.

Lead project on refreshing all product packaging design, naming conventions, and copywriting. Led the creative process in a complete rebrand for NB's core and premium brand design, packaging, along with the new Mystery Beer Pack, which boosted their top three brands to #1 in Craft in LCBO. Fostered the relationship with the LCBO and The Beer Store and collaborated on their in-store marketing programming.



Co-Founder / CMO

Hangry Solutions Inc.

2014-2017

Hangry was the leading mobile ordering, payment, and rewards platform for Universities and Colleges in Canada. Directed overall business, sales and marketing strategy, day to day operations, raising capital and investments, financial projections and budgets, and recruitment. Increased company valuation from startup to over \$1.5M, appeared on Dragons' Den Season 10, Episode 4, securing a deal with 3 Dragons. Built and designed Hangry brand and logo with VBI, sales toolkit, presentations, communication scripts, digital media content, on-site visibility tools, and tradeshow assets.

Grew the business to +35,000 active users, processed +400,000 orders, secured partnerships with top universities for multi-year commitments, led all major pitches, contract negotiations. Established strategic channel partnerships with major food service operators Aramark and Sodexo to accelerate market growth and penetration, sold and managed C-Suite level relationships.

Led US expansion strategy and plan; directed the execution to drive new business for Fall 2017.



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2012-2015



Sr. Account Manager (Budweiser) / Global Strategy Lead (Stella Artois)

Mosaic North America, Client: Labatt Canada / Anheuser-Busch InBev

Oversaw Mosaic's largest client across Canada, leading a team of 20 people, with focus on data-driven strategy, business development, partnership marketing, and building/executing innovative experiential, trade and retail marketing campaigns. National lead for Budweiser, Stella Artois, Corona, Shock Top, Goose Island, and Michelob Ultra.

Program Lead on the award-winning Budweiser Red Lights campaign: +400,000 Red Lights sold, generating +5 million media impressions, 50 pieces of unique coverage from major outlets, +2 million social reach over 3 day event, and +8,000 live interactions.

Global Strategy Program lead for the award-winning premier of Stella Artois Sensorium, including program pitch, ideation, planning, and logistics. The event sold out in 20 days with +2,000 tickets sold, over 37.3MM PR impressions and 15MM Social Media impressions from 1,400 pieces of content shared by attendees, and set a record in Ontario with the highest perception of "Premium Brand"

Program lead for Stella Artois Gifting Shoppe, a pop-up retail experience in celebration of Father's Day. Over 315,000 impressions, +7,500 samples of Stella Artois served, +2,200 personalized chalices distributed, +\$50,000 in gross sales, +16.3MM media impressions, +15.5MM media reach, +5.8 MM social reach, and 12% lift in Brand Consideration.

Programming includes national festivals, special events, stadiums, on-trade and retail sampling strategy and execution. Work directly with national retailer chains to execute against an annual targeted plan to drive trial and awareness of new brands. Scale of over 10,000 tastings per year and a team of 18 national representatives across Canada

Led the introduction to Goose Island to Canada, with an objective to maintain the brand's craft roots and positioning. Leading the experiential program initiatives and executions. Worked with brand team to understand Canadian craft beer trends and consumer insights.

I was selected to lead ideation, planning and execution of Labatt's National Sales Conference in 2015.

2010-2012



Manager, Business Development - New & Domestic Markets

e=mz² Inc., Enterprise & Higher Ed Momentum Sales Training Platform

Led business development strategy of innovative game-based sales training system to enterprise and higher education, and oversaw entry into US market. Generated over \$125,000 in annual reoccurring revenue for the business during recession.

EDUCATION

2005-2010

Honours Bachelors of Commerce

McMaster University

2010-2012

Sales Training Certification (+100 hrs)

Momentum Sales, e=mz² Inc.

SPEAKING EVENTS

2019

2018

2016

2016

The New 4P's of Content Marketing

Personalizing the Retail Experience

Marketing to Millennials

The Craft Beer Invasion

AWARDS & HONOURS

McMaster University

Alumni Arch Award - 2018

Stella Artois Sensorium

Gold - Most Innovative Idea

Silver - Best XM Campaign

Promo Awards

Gold - Best Regional

Pro Awards

Gold - Best Production Event

Ex Awards

Budweiser Red Lights

Gold - Best Campaign

Applied Arts Magazine

Hangry

Deal with 3 Dragons

CBC's Dragons' Den - Season 10

Winner - \$20,000

Lions' Lair 2014; Pythons' Pit 2016

Canada's Next Top Ad Exec

1st Place Winner - 2010

Glowing Alumni Award - 2015