



# ANDY SANDS

RALEIGH, NC

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**More Information and Work Examples at:**  
**[ANDYSANDS.COM](http://ANDYSANDS.COM)**

Innovative, creative, and versatile 20-year marketing & strategy professional with expertise in branding, brand strategy, digital and traditional marketing & advertising, social media strategy, positioning, innovation, commercialization, product naming, budgeting, and PR/corporate communications. Strong ability to identify and analyze emerging trends and consumer demand through market research and category insights. Broad sector experience, including Consumer Goods, Food & Beverage, Entertainment, Automotive, Golf and Financial. Strength working cross-functionally and collaboratively to successfully employ multi-pronged strategies and integrated activations for maximum impact. Interested in opportunities in which I can share my knowledge, learn from others, and participate in a truly cooperative and connected team environment.

## EXPERIENCE



**LOUD BEVERAGE INC (LOUD LEMON)** – Raleigh, NC  
**CMO**

FEBRUARY 2022 TO APRIL 2023

Led Marketing efforts for Loud Beverage's brand portfolio, including cornerstone RTD lemonade cocktail line, Loud Lemon. Part of Senior Executive team shaping company strategy, determining channel mix strategy, and developing brand catalog.

- Marketing – Responsible for Marketing strategy and execution to create awareness, consumer trial, and lift sales
  - Led Loud Lemon 2.0 brand refresh, including design and distinctive branding elements, market positioning pivot, product naming, and authoring and prioritization of product claims and attributes
  - Created and developed '23 marketing plan, including marketing/advertising mix, tactics, geographical targeting
  - Re-shaped '23 Social strategy and replaced Social AOR to better fit refreshed product line and post-Covid acceleration
  - Developed, planned, and executed Brand Ambassador activities such as social media posts, giveaways, and private events, including activations with country artists, Lee Brice, Parker McCollum, Lainey Wilson
- Business Strategy - Worked in tandem with CEO to develop business goals and aligned with Marketing efforts
  - Scaled brand despite 2/3 reduction in initial distributor commitments due to Covid
    - Grew overall brand growth +3x YOY in 2022
    - Overall Brand Family Rankings: #5 Lowes Foods, #14 Food Lion, #7 NC Total Food (YOY \$ Increase); Top 40 Harris Teeter Test, Kroger Atlanta/Nashville (Sales Velocity per Point)
  - Collaborated on development of concept for repositioned/reformulated product line, Created and managed P&L, Co-led commercialization
- Innovation – Future planning and vision-casting with the goal of market expansion and increasing revenue streams
  - Strategically re-staged Loud Lemon line to address rapidly changing RTD consumer preferences
    - Pivoted formulation from sugar brew seltzers to spirit-based lemonade cocktail line
    - Created premium bartender-quality cocktails – Focus on taste and quality with high juice content, higher ABV, premium vodka base, no artificial ingredients
  - Concepted and began development on new sister brands to broaden portfolio, including Island-inspired rum-based and non-alcoholic lines
  - Jointly created Texas-exclusive Cranberry Sunrise Lemonade with Country Music Artist and native, Parker McCollum

**VP of Marketing**

Member of Sr. Leadership Team, reporting to CEO. Responsible for all marketing strategy and execution, including digital and traditional media, social media, agency management, strategic partnerships and activations, and budget management.

- Marketing
  - Led company's first A&U study to help identify growth opportunities, consumer behavior, brand perception, category white space; Built marketing mix and promotional strategies to accomplish identified goals; Developed KPIs to measure success
  - Grew Brand Awareness by 40%; doubled national Sales YOY; Became and retained status as fastest growing cocktail mixer brand
  - Managed partnership with Barstool Sports to raise brand awareness and increase product trial as Barstool's Official Cocktail Mixer through product placement and promotion with Barstool personalities and Barstool programming; Managed other AOR relationships
  - Worked with Barstool to promote co-branded Transfusion Mix; Drove Transfusion through Major Golf Championships, Ryder Cup, other PGA events, high-profile clubs including Pinehurst, Cypress Point, Bay Hill, and companies such as Troon Golf, Drive Shack, 5 Iron Golf
  - Helped develop and drive channel mix strategy:
    - On Premise: Post-Covid push into over 65 sports stadiums and arenas, Live Nation concerts, restaurants & bars
    - Retail: Grew to over 20k retail locations (*inc. Kroger, Walmart, CVS, Total Wine, Publix, Harris Teeter, Food Lion, Ralph's*)
    - D2C: Built out Direct to Consumer strategy including prioritizing and re-developing Amazon strategy, online sales FP3 management, managed partnerships with delivery companies GoPuff, Instacart
  - Events - Drove brand awareness and grew trial among new, influential audiences through strategic on-site trial at retail, concerts and festivals, custom cocktail promotions, tailgating activations; Complemented with digital marketing programs and content campaigns
  - Social – Led Social strategy and managed execution:
    - Managed ad spending and channel allocation
    - Executed partnership initiatives designed for broad and influential reach – Kendall Jenner, Kardashians, DJ Khalad, Chainsmokers, David Grutman, various music artists and athletes
    - Joint partnerships with other brands and organizations targeted to access other brand audiences
  - Supported Sales with programs devised to match up trial with specific products and demographics, leverage Barstool affiliation, POS, monthly updates for distributors
- Branding
  - Led strategic re-brand focused on premiumization, distinctive brand assets and critical product claims
  - Re-positioned several underperforming products within existing product line
  - New product extensions and led market introductions/launches

**Head of Disruptive Innovation**

Developed new disruptive initiatives from discovery & ideation through commercialization and translated strategy into long range plans that enabled sustainable commercial success. Led the creation of consumer and trade marketing plans for new disruptive products.

- Innovation – Advanced company's new strategic priority of driving innovation to realize incremental revenue, including:
  - Led the development and execution of the Disruptive Innovation strategy and creation of new product pipeline to accelerate growth in existing and adjacent CPG segments
  - Identified growth trends, technology drivers and 'white space' to achieve business, strategic and financial targets
  - Evaluated the financial and operational feasibility of disruptive products/platforms and co-managed Innovation budget
  - Manage activities across business functions and cross-functional groups to deliver project objectives
- Marketing – Led marketing & PR programs and in-market strategies to grow company's disruptive platforms:
  - Planned programs designed to launch products and drive consumer trial and awareness with target consumers
  - Developed compelling go-to-market strategy and selling story; work with Sales to develop selling assets
  - Partnered with the brand's agencies to execute packaging design, photography, campaign development focused on product trial and awareness
  - Initiated and led development of new product segmentation system to dictate consistent packaging decisions based on brand guidelines, consumer need, usability, category norms and communicate product premiumness; formalized new commercialization process to increase efficiencies of bringing products to market.

- New Products – Identified opportunity gaps and created products in categories new or less familiar to the company:
  - Led the creation of new Butterball Breakfast Platform and 3 new SKUs initially launched in Walmart; effort included assisting Insights team with crafting research methods and analyzing results, writing, and testing concepts, coordinating P&L, packaging design, create launch plan and build media campaign
  - Created online fresh pet food brand, *Nature's Bistro*, including naming and branding, web design/dev, product offering, pricing strategy, forecasting and launch; led the creation and development of a human grade pet treat
  - Led the re-formulation and package re-design to increase velocity of new Breakfast Crumbles product, displacing Jimmy Dean in Walmart and increasing turn by 179%

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**CALYPSO LEMONADES** – Raleigh, NC / Milwaukee, WI  
**VP of Marketing & Strategic Development**

SEPTEMBER 2014 TO JANUARY 2019

Planned, developed, executed, and managed marketing initiatives that led to 3-year dynamic brand growth from \$9 million to \$13 million EBITA and private equity acquisition. Helped grow to #1 velocity in RTD Lemonade.

- Strategic Oversight – reporting to CEO, laid strategic direction for company growth, including:
  - Proposed, initiated, directed, and managed first rebrand since brand's market entry, including logo, packaging, POS, advertising; led consumer research / focus group process
  - Directed marketing budgeting and projections and participated in overall company budgeting process
  - Utilized syndicated data, including IRI sales and panel data, CDI-BDI data, to determine sales and marketing focus and strategies; initiated and led brand's A&U quantitative research process; developed KPIs
  - Developed in-store merchandising plan and standards; set new creative direction for POS, racks, coolers, neck hangers/coupons, as well as billboards, truck wraps and other OOH media
  - Directed and managed AOR, Sales, and distributors on branding, messaging, creative, advertising, media
  - Directed and managed company's corporate communications
- Marketing / Events – Planned initiatives designed to increase brand awareness and consumer pull, including:
  - Developed company's marketing and advertising strategy and brand standards
  - Planned and led Las Vegas National Lemonade Day consumer event resulting in Guinness World Record for Largest Glass of Lemonade and national earned media; increased market focus led to 3x volume in region
  - Led promotion of National Lemonade Day digital download partnership with Kroger resulting in 790k downloads with a 59% redemption rate and 480% Kroger sales increase
  - Created various bundle promotions with chains such as Speedway, Wawa, Circle K, RaceTrac
  - Created internal sampling roadmap and sampling partnerships with companies including Lyft
  - Increased social media followings by over 1200% (12k to 176k)
  - Built various brand ambassador partnerships with numerous NBA and NFL athletes, music artists and other social influencers
- Innovation – Identified white space opportunities and developed Innovation pipeline:
  - Opened new retail channel through development of cocktail mixer line; 600k pre-order units booked
  - Conceptualized, named, directed formulation process and package design of brand's most successful flavor release; ushered product through stage gate including development of launch plan and deployment
  - Developed company's seasonal strategy, flavor library, queue, and SKU rationalization strategy
  - Initiated development of alternate packaging and serving offerings (variety, club, multi-pack, multi-serve, dollar package), new product offshoots (limeade, tea) and new product offerings (sparkling, organic, zero/less sugar)
  - Initiated company's "clean label" effort; identified product issues leading to ingredient and formula changes
  - Developed custom racks and POS as part of increased focus on in-store merchandising
- Route to Market – Devised incremental volume plans focused on multi-channel growth and expansion, including:
  - Developed strategy for national retailer rollout and prioritization of targets; grew volume in grocery channel from 20% to 60%
  - Analyzed company 'white space' and sales data to identify underperforming markets, new distribution targets and upgrades
  - Developed and evaluated criteria for DSD vs. direct distribution by retailer
  - Analyzed International opportunities, helped identify exporter partner leading to expansion from 2 to 28 countries and accounting for 11% of overall business

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**CAROSSET MARKETING CONSULTING** – New York, NY

SEPTEMBER 2003 TO SEPTEMBER 2014

**Principal / Founder**

Planned, developed, executed, and managed marketing, advertising, brand and communications strategies from ideation through execution for client companies. Managed team of 8-10 marketing and technical professionals. Worked with brands including Diageo, Walmart, Anheuser-Busch, Jaguar/Land Rover, Aeropostale, Porsche, Altria, Jeep, Starwood Hotels, Kraft, Chrysler, TouchTunes, VW, Audi, Mars Foods, Philips Lighting, Miller, Western Union, Fiat, DatPiff, Rock The Bells Music Festival and Robin Hood Foundation. Highlights include:

- Helped create, led and managed TouchTunes' (digital jukeboxes) 360-degree strategic roadmap addressing 3-yr revenue decline. Included initial strategic and future product value analysis; developing and integrating new in-venue, online and mobile app products for playing, sharing, managing jukebox plays; QA and launch. Created and executed post-launch integrated marketing strategy, starting with CPA and CLV projections, and including online advertising, e-mail marketing, paid search, SEO and social media efforts. Growth included mobile-generated from \$2,000/week to \$225,000/week; over 2 million app downloads; ad revenue from new incremental in-venue displays \$~5M in Y1.
- Worked directly with Diageo EVP to launch Jeremiah Weed brand. Created brand, PR and communications strategy, online presence, Facebook apps and viral videos. Responsible for budget planning and allocation. Launched and grew Facebook audience to 150k fans. Recognized by MarketingProfs as one of the most innovative and effective uses of online marketing and paid search. Initiatives resulted in brand's first publicity, further corporate backing, and international and horizontal brand expansion. Marketing assistance and PR with other brands including KetelOne, and helped lead development of Diageo's responsible drinking website, DrinkIQ.com, the company's primary responsible drinking information source.
- Handled Walmart's corporate e-mail marketing for NY and Long Island. Purpose was to promote Walmart's overall value to customers to increase shoppers (saves families \$3k/yr, \$4 prescription drugs, etc) and lay groundwork for public affairs efforts for new store approvals. Work included overall list management, customer segmentation, message testing (content, dispatch time, frequency), specific targeting and list building.

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**FLIKMO MOBILE MARKETING** – New York, NY

AUGUST 2010 TO SEPTEMBER 2014

**Founder & President**

Created mobile platform and executed mobile strategies and solutions designed to boost client sales with current customers, acquire new customers and increase overall brand awareness. Solutions included SMS and MMS campaigns, mobile coupons, sweepstakes, loyalty programs, QR codes, location, interactive polls, and political messaging. Developed and launched several standalone mobile products including "One-Touch" mobile coupons and mobile solutions for real estate brokers.

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**ALTRIA/PHILIP MORRIS USA** – New York, NY

MAY 2002 TO AUGUST 2003

**Manager, Corporate Affairs - Issues Management**

Provided support and assisted with the development and execution of stakeholder outreach programs and strategies on public policy issues, company mission and values, legislative efforts, and other initiatives. Drafted and assisted in the coordination of white papers, policy position statements, media talking points, testimony, and legislative materials on matters of business significance.

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**INTERSCOPE/GEFFEN/A&M – ELEMENTREE RECORDS (KORN / THE FIRM)** – New York, NY

MARCH 2001 TO MAY 2002

**Strategic Development / A&R**

Created and initiated promotional, marketing and business development opportunities to build and promote record label and label artists, including corporate partnerships, e-mail marketing campaigns and strategies, contests and promotions, and the creation of the Elementree Guerilla Marketing Team.

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**WIN, INC. (WORLDLYINVESTOR.COM, LIONSHARES.COM, ONEFN)** – New York, NY

JANUARY 2000 TO MARCH 2001

**Business Development Manager**

Identified, structured, negotiated and managed 3<sup>rd</sup> party content licensing, online advertising and strategic partnership deals with financial sites and portals such as Yahoo!, online brokerages including E\*Trade, investment banks, ECNs and institutional sales and trading firms, including Charles Schwab.

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**WOMBLE CARLYLE SANDRIDGE & RICE** – Raleigh, NC

AUGUST 1997 TO JANUARY 2000

**Government Affairs Associate**

Assisted with the representation and responsible for legislation tracking, analysis and client communications for over forty companies and special interest groups in the North Carolina legislature, including FedEx, Goodyear, Miller and AT&T.

## EDUCATION

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### DUKE UNIVERSITY

DUAL BACHELOR OF ARTS: POLITICAL SCIENCE; ENVIRONMENTAL SCIENCE & POLICY  
MAY 1997

## OTHER

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**WORK/OTHER:** Independent Music Producer, Film Composer, Sound Designer and Video Editor; Various Political Campaigns, *Grassroots Engagement*; The Duke Chronicle, *Advertising Sales Manager*; The White House (Office of Cabinet Affairs), *Intern*; North Carolina Democratic Party, *Campaign Finance Research*; NC Office of President Pro Tempore, *Research Assistant*; North Carolina Golf Panel, *Member/Course Rankings*

**SELECTED SKILLS:** HTML, Wordpress, Graphic Design (Photoshop, AI, InDesign), Sound Design, Video/Audio Production and Editing (AVID ProTools, Final Cut Pro, Premiere Pro), MS Office Suite, Google Ads & Analytics, Constant Contact, various project management and stage gate platforms.

**PATENT:** Awarded U.S. Patent #7,836,146 for *Distraburn* – concurrent media file compression, download and burn technology for more efficient digital delivery of high-quality audio and video across networks.