

Kay Olsen
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PROFESSIONAL EXPERIENCE:

THE SPIRIT OF HARTFORD, LLC (SOH), Hartford, CT (1999-present) – Owner /Marketer

UNIVERSITY OF HARTFORD – West Hartford, CT (Fall 96 to Spring 99): Adjunct Professor – Graduate Program

HEUBLEIN / IDV NORTH AMERICA / DIAGEO, Hartford, CT (1982 – 1998) – Ten Different Positions

Results –

- Worked on and/or introduced six brands for SOH – all award winning brands with ratings in excess of 90 points out of 100 point rating – **FOURSQUARE SPICED RUM, DAMRAK AMSTERDAM GIN, INNER CIRCLE RUM, DOORLYS XO RUM, XELLENT SWISS VODKA, VELVET FALERNUM LIQUEUR**
- Won numerous awards for the brands at THE SPIRIT OF HARTFORD.
- Generated double-digit growth yearly for **1800 REPOSADO** and **CUERVO TRADIONAL** from 1993 –1998.
- Increased depletions +2.3% to 6.1 million cases on **ALMADEN VINEYARDS** in 1992.
- Grew **BLACK VELVET CANADIAN WHISKEY** +3% to 1.8 million cases (making it the 3rd largest Canadian) in a –5% category growth in 1990.
- Finalist Grand Metropolitan Marketing Excellence Award, 1996
- Received Grand Metropolitan Marketing Excellence Award, 1994
- Heublein Presidents Award, 1992
- Heublein Wines Division, - Reaching for New Heights Award, 1991

Strategic Thinking –

- Conduct large industry strategic analysis yearly to determine categories to work within and which areas within the categories to target brands.
- **TEQUILA EXPERT** for Seagram on a lawsuit, resulting in a multi – million dollar settlement.
- Considered by industry to be a Rum and Vodka expert. Conducted seminars and talks across the United States.
- Developed portfolio strategy for the **CUERVO** and **1800** tequilas separating them to further enhance brands.
- Created the overall ‘jug’ wine strategy between **ALMADEN** and **INGLENOOK** wines.
- Repositioned **BLACK VELVET** to maintain current consumers and gain younger (LDA) audience.

New Products –

- Introduced six brands for THE SPIRIT OF HARTFORD – **FOURSQUARE SPICED RUM, DAMRAK AMSTERDAM GIN, INNER CIRCLE RUM, DOORLYS XO RUM, XELLENT SWISS VODKA, VELVET FALERNUM LIQUEUR**
- Developed the **BV Cocktail Party Pack** (1.75l BV, 2 liter cola.) Sold 40k cases in the first year in 1989.
- Introduced the 375ml for **CUERVO 1800**. This new size sold 30k cases in the first four months in 1986.
- Introduced **JC MARGARITA MIX** in 1985. Sold 70k cases in the first year and 1 million cases in 1994.
- Introduced for HEUBLEIN five new tequilas in three years: **1800 COLLECTION, 1800 SINGLE BARREL, THE MILLENIUM TEQUILA, 1800 ANEJO, JOSE CUERVO ANEJO, JOSE CUERVO RESERVA DE LA FAMILIA,**
- Created **ALMADEN VINEYARDS LIGHT WINES** (Named top brand to watch for in 1992),
- Expanded **JOSE CUERVO MARGARITA MIX** in regular, blue, strawberry and in various sizes

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Publicity, Promotions –

- Successfully introduced the From Heaven with Love - Angels Promotion for **XELLENT SWISS VODKA**. Disney World used the concept at Pleasure Island. Disney management claims it was the best promotion ever.
- Generated over \$4 million worth of free publicity for the brands within **THE SPIRIT OF HARTFORD** including, Playboy, Penthouse, Wall Street Journal, Wine Enthusiast, Bon Appetit, New York Times, San Francisco Chronicle and many more.
- Generated over 70 million media impressions for **1800 COLLECTION** – the \$1,000 tequila in less than six months and auctioned off a bottle with Sotheby's for \$1,800 recapturing the top end of the tequila category.
- Developed the hot air balloon in the shape of the **1800** bottle, 35 million media impressions in two years.
- Introduced **JC RESERVA DE LA FAMILIA** – Over 100 million media impressions in first year.
- Developed and implemented the National **BLACK VELVET** Model Search. Awareness amongst women grew from 40% to 88% in first year. Judges included Kim Alexis, Francesco Scuvullo, Nolan Miller.
- Beverage Dynamics Award, Other Collateral, 91, Beverage Dynamics Award, Packaging 90, 87
- (PRSM) Award, Best PR Program, 90
- HEUBIE Award for Division 90
- Brandweek Award for CUERVO-tivity (publicity program) 1996
- Liquor Store Magazine Award for the Best PR Program in 88

People Responsibility –

- Opened own spirits company (**THE SPIRIT OF HARTFORD, LLC**) in 1999 and is currently still in operation. Have a team of 12 people across the country. Work with retailers, distributors and brokers throughout country.
- Worked with several large and small companies since opening SOH including Diageo, Seagram, Remy Cointreau, RL Seale (Barbados), DIWISA (Switzerland), Inner Circle Rum (Australia).
- Directed and coordinated several advertising agencies, promotional agencies and publicity agencies.
- Managed and trained Marketing Associates, three AMDP candidates (accelerated management program for Heublein) and trained summer interns from 1989-1997.
- Successfully worked with multiple distilleries from around the world including Canada and Mexico and garnered respect and partnerships
- Customer First Champion, Heublein Wines/ Hart Division (1991 – 1994)

EDUCATION:

- University of Connecticut, MBA (Marketing) 1987
- Skidmore College, BS (Marketing / Management) 1982
- Hartford College for Women, AA (Liberal Arts) 1980

2008