

HOWDY.

I'm a pilsner-loving, results-driven sales and marketing professional with expertise in beer and FMCG. Skilled in data-driven decision making, I thrive in fast-paced environments. I'm passionate about driving brand success, sustainable practices, and consumer connection through strategic account management and territory execution.

EXPERIENCE.

CREATIVE SABBATICAL/TRAVEL. (Jul 2025 - Present)
ATOMIC COFFEE ROASTERS. (Mar 2023 - Jul 2025)
Account Manager: Owned brand partnerships and sales strategy, ensuring strong market penetration and customer engagement. Developed and executed tailored strategies, enhancing brand visibility and customer retention. Collaborated with internal teams to align marketing efforts with overall brand objectives. Led the companies' sustainability goals and initiatives.

FUTURITY. (Jun 2021 - Dec 2022)
Sales Manager: Brought to market NZ's first 100% commercially compostable bottled water product. Led strategic sales planning, and managed customer relationships, ensuring high satisfaction, repeat business, and market share growth. Utilised CRM tools and data insights to enhance targeting and brand engagement strategies.

MISFIT BREWING CO. (Jan 2018 - Jun 2021)
Founder: Developed and managed the brand from inception to national distribution, ensuring a strong market presence. Built and nurtured relationships with stockists and consumers, enhancing brand loyalty and engagement. Leveraged consumer insights and sales data to refine marketing and product strategies.

LION B, S&W NZ LIMITED. (Jul 2016 - Jan 2018)
Order Management Executive: Liaised with various stakeholders, from supply-chain to brand management, to mitigate the effect of changing stock levels. Responsibility and trust were integral, with each department reliant on you to ensure a free-flowing sales channel.

TOASTMASTERS (PONSONBY)
2022 - 2023
Public speaking and communication

LIVE THE DREAM ALUM
2015 - 2016
Social-enterprise business accelerator programme

UNIVERSITY OF AUCKLAND
2013 - 2015
Bachelor of Commerce (BCOM)
Major in Marketing

ACHIEVEMENTS.

Spearheaded craft beer expansion across multiple stockists using strategic brand positioning and consumer engagement.

Launched and scaled a new FMCG product, driving revenue growth through targeted marketing execution.

Managed a portfolio of accounts that equated to over \$2m in annual revenue.

SKILLS.

Project Management & Commercial Acumen
Stakeholder & Relationship Management
Sustainable Practice Implementation
CRM Development & Optimisation
Data-Driven Decision Making
Sales & Business Growth
Autonomous Working

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References available upon request.

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