

Katrina Sorensen Stoneking

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[REDACTED]

March 28th, 2025

To Whom It May Concern,

I am writing to express my interest in the County Administrator. With a strong background in strategic planning, community engagement, financial controls, board oversight and alignment, I am excited about the opportunity to contribute to Palm Beach County and help lead our community towards a sustainable and prosperous future. I was born and raised in Delray Beach, moved away for college and leadership roles across different cities in the US (Los Angeles, Charlotte, Columbia, Milwaukee, Bentonville) and returned home close to 7 years ago to reconnect with my roots and raise our 9 year old. My husband and I both work here in Palm Beach County and have a shared love of the community and I personally give back through multiple organizations as American Heart Association, Juvenile Diabetes Foundation (TD1), WomenHeart, Delray Riptide Lacrosse, and AC Delray Soccer.

In my current role as CEO and Board Member of Thomas Ashbourne, I successfully manage a diverse portfolio of projects and work collaboratively with various departments (inside and outside of the organization) to drive our goals forward and execute our strategic initiatives. My experience in budget management, program development and evaluation, has equipped me with the skills necessary to oversee the county's operations effectively. I am committed to maintaining a culture of transparency and accountability in all areas of governance and ensuring that the needs and voices of our constituents are prioritized.

My expertise in community engagement and collaborative problem-solving will allow me to effectively address the challenges facing our county while promoting inclusivity and innovation. I attended Gulf Stream, Unity, and then the original Atlantic High School in Delray Beach where I was head of the student government, class president (prior years), kicker on the mens varsity football team, and have continued to service my community no matter where I have lived by remaining actively involved in local community organizations as mentioned above.

I hold a Bachelors of Science with a double major in Management and Marketing, with a Minor in Retail from the University of South Carolina, and am finishing the YALE School of

Management Experience Leadership Fellows program in June of this year. I am eager to bring my knowledge and dedication to the role and work alongside the talented team at Palm Beach County.

Thank you for considering my application. I look forward to the opportunity to discuss how my experience and vision align with the goals of the County. Please feel free to contact me at [REDACTED] or sorensenstoneking@gmail.com to arrange a conversation.

Warmest regards,

Katrina Sorensen Stoneking

Katrina M. S. Stoneking

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Accomplished C-suite executive in both established and entrepreneurial companies with demonstrated strategic sales, marketing, P&L, insights and analytics, and planning expertise with a proven history of building brands and companies in fast paced and highly competitive categories.

EXPERIENCE

Thomas Ashbourne Craft Spirits, Miami, FL

Chief Executive Officer and Board Member – January 2024 – Present

Created and executed the strategic vision, direction, and budget to drive sustainable growth and market differentiation

- Raised \$1.5M from existing investors to restructure and right size growth from bleeding cash flow scenario
- Led team of direct reports, brokers, and investor shared services to efficiently move the company forward
- Created marketing and digital strategy to reignite celebrity co-founders collaboration that increased our awareness and social footprint by +27%
- Improved operational efficiency and profitability through portfolio rationalization and more efficient use of capital
- Developed and implemented strategic growth initiatives resulting in the expansion of key SKUs, planner and display activity into new accounts: Costco, Stater Brothers, Target Expansion, Goody Goody Liquor

President of Sales – January 2023 – January 2024

Re-built go-to-market and wholesale company strategy and execution; including sales, brand, marketing, national accounts/ retailer, distribution, production planning, trade marketing, P&L and team buildouts – doubling our accounts sold with existing SKUs and launching 2 new SKUs

- Secured placements: Kroger, Target, BevMo, Safeway/Albertsons, Total Wine, ABC Fine Wine and Spirits, Specs, Liquor Barn
- Co-created and launched brand (Espresso Martini) with inclusion in Target, ABC, BevMo, and Total Wine
- Manage broker team domestically and leading expansion into Canada and UK

Drink Cool Cat, Miami Beach, FL

Senior Vice President of Sales – October 2021 – November 2022

Built go-to-market and wholesale company strategy and execution; including distribution, national accounts, retailer, brand, production planning, marketing, P&L, sales and team buildouts – increasing sales 5x

- Secured placements: Kroger (Online and Retail), Walmart, Target, BevMo, Harris Teeter, Safeway, Total Wine, and gopuff while securing National Distribution agreement with top 3 wine/spirits wholesaler and top beer+ wholesaler
- Negotiated and secured contracts with Miami Hurricanes, San Francisco 49ers, and New York Mets

Summerland Wine Brands, Boynton Beach, FL

Vice President of Sales and Marketing - East Division/ Canada – September 2020 – October 2021

Co-built wholesale company strategy, including distribution, P&L, marketing, retailer, brand, digital, social, production planning, and team buildouts

- Managing 9 Team Members (3 NAMs, 3 Region Manager, 3 Marketing/ Creative), with build out to 11
- Increased sales +14.9% YTD and restructured pricing strategy and process to recoup lost company dollars, resulting in an average margin pick up of 4.5%
- Revived and turned around relationship with largest customer in 6 months and increased our footprint with 4 new SKUs into 3 different on-premise concepts
- Co-created and launched 3 core brands, 7 private label brands across multiple retailer footprints (On and Off premise) with 2 cause marketing platforms

Pernod Ricard USA, Charlotte, North Carolina to Boynton Beach, Florida

National Drug Channel Lead & National Chain Manager Grocery – July 2017 – September 2020

Walgreens (all buyers), CVS (all buyers), Rite Aid (all buyers), Harris Teeter, Safeway EAST, Shaws

- Up +5.1% R12 and increased distribution by 1,900+ PODs across Drug, 1,330 in Harris Teeter thru April (+5%)
- Secured first PRUSA national distribution with Walgreens, Regional Programming with CVS, new items in Rite Aid California, first PRUSA Wine Down Weekend program with Harris Teeter

National Chain Manager – National Accounts & Military, July 2014 – June 2017

Developed annual business plan and strategy for over 20+ retailers

- Up +2% FYTD, Total Chains down -6%, Increased PODs by 4.5%, 2nd largest sales volume
- 1st to market in new item launch for 2015 and 2016 across company – with mandatory distribution and displays
- Created 360 marketing programs adopted by 2 largest PRUSA customers on East Coast
- Featured in Company Employee Spotlight, Employee Training Program, and to HQ cross functional task force

Bacardi USA, Seal Beach, California

Director – Business Analytics, November 2012 – July 2014

- Drove leadership & coached to foster a high-performance team culture (managed 1 and mentored/ coached 3)
- Led the integration and planning between Bacardi, Distributor management, and internal teams with evaluation and reporting to ensure A&P effectiveness and efficiency

Pabst Brewing Company, Los Angeles, California

Director – Insights and Reporting Group, June 2011 – November 2012

- Drove leadership & coaching to foster a high-performance team culture (managed 2 and mentored/ coached 4)
- Collaborated with CIO to develop and deliver new reporting strategy, structure, output, process, and portal
 - Provided strategic guidance in reconstituting Pricing group and developed process and model for all price change considerations, resulting in average gross margin pick up of \$1.4 million annually.

Red Bull North America, Santa Monica, California

National Distribution Strategy Project Manager, October 2010 – June 2011

- Ensured long term revenue and profit goals were met through involvement in Customer Profitability Management initiatives; product promotion, distributor management, inventory/ invoicing, data collection and depletions, with cross functional team, third party integration team and served as the Sales Distribution SME
- Drove retail execution through development of business system solutions with IT that support and reinforce the Red Bull management teams and Distributor Partner network to ensure retail execution excellence

Miller Brewing Company/MillerCoors, June 2005 – October 2010

Regional Chain Manager, Walmart Stores US – May 2009 – October 2010

- Territory: 22 states, representing 70% of the total dollar volume – managed \$392+ Million
 - Results: 6-point swing in largest territory from negative trends (down -1% to up +5%)
- Directed the annual planning, development, and execution of strategic and comprehensive initiatives through business development plans that supported overall company and retailer objectives and goals

Category Management, Walmart/ Sam's Club Team – National Accounts, Arkansas, July 2008 – April 2009

Sales and Space Analyst, Customer Development/National Accounts, Wisconsin, March 2007 – June 2008

Sales Analyst, Category Management, Wisconsin, June 2005 – February 2007

BOARD EXPERIENCE

Thomas Ashbourne Craft Cocktails - January 2024 – Present

TIPSY Spritzers – June 2024 - Present

EDUCATION

Darla Moore School of Business, UNIVERSITY OF SOUTH CAROLINA, Columbia, South Carolina

Bachelor of Science in Business Administration - Double Major: Management and Marketing / Minor: Retail

YALE School of Management – ELI Fellows Program