

BOARD MEMBER & CHIEF GROWTH OFFICER

C-Suite executive with 35+ years of Consumer Goods experience in corporate strategy, governance, and commercialization. Board Director and Chief Growth Officer with demonstrated success in building and scaling profitable businesses from manufacturing to selling and marketing global brands. Keen understanding of the intersection and importance of operational excellence, market and channel strategy, consumer insights and sound management principles in driving successful business strategy. Global alcohol beverage supplier and wholesaler executive serving B2B and B2B2C markets in publicly traded, private family business and start-up settings.

Global growth leader accountable for P&L, technological transformation, geographic and product offering expansion. Distinguished track record of successfully tackling complex business problems, including fast-paced product launches, partnership integrations, digital go-to-market strategy and best practice adoption in growing organizations to achieve strategic goals. Identifies and integrates the strengths of people, processes and technology to capitalize on opportunities and align enterprise stakeholder interests with sound business strategy.

PROFESSIONAL BOARDS & ASSOCIATIONS

The HAP Foundation, Board of Trustees

Nonprofit organization that supports hospice and palliative care research, education, advocacy and workforce

2024 to Present

Compoveda Tequila | SipTequila.com, Board Member

A luxury tequila brand distributed in the United States and a premium tequila marketplace DTC platform.

2023 to Present

PetalFast Inc., Board Member & Compensation Committee

A multi-state Cannabis sales, marketing and distribution platform, headquartered in California.

2023 to Present

InvestBev, Advisory Board

A trusted and strategic allocator, investor and advisor to the beverage industry.

2023 to Present

Tequila Don Julio Joint Venture, Board Member, Inside Director

A strategic joint venture to expand Tequila Don Julio market presence and capitalize on new growth opportunities within the spirits industry.

2009 to 2012

EXECUTIVE LEADERSHIP HIGHLIGHTS

- Supplier and Wholesaler C-suite Executive who garners Key Leadership and Board of Directors support to deliver top and bottom-line growth through business transformation, M&A, market share expansion, digital innovation and operational excellence, *Various Companies*.
- Led development of the first-ever, five-year strategic business plan to expand the North American footprint. Gained CEO and Board of Managers approval to execute a cross-functional, multi-year roadmap tackling Organizational Redesign, Digital Strategy, Revenue Management, Supplier Portfolio Strategy, Route to Consumer, Supply Chain and M&A, *Breakthru Beverage*.
- Achieved \$200M+ in incremental sales by launching *BREAKTHRU NOW*, a proprietary B2B digital eCommerce platform. Established the first-ever Digital eCommerce Center of Excellence to uncover data-driven insights, expand market share and tap adjacent channels and customers, *Breakthru Beverage*.
- Oversaw \$500M Canadian demand business P&L, a two-tiered system across 10 Canadian provinces and the sixth-largest contributing segment to Diageo's global business, *Diageo Plc*.
- Attained \$450M in net sales for Diageo/Jose Cuervo portfolio, the #1 tequila brand in the world, *Diageo Plc*.
- Delivered 25%+ annualized growth of Tequila Don Julio, establishing it as the #2 Ultra-Premium tequila in the world, *Diageo Plc*.
- Established and maintained strategic partnerships and relationships with target clients and channel partners to facilitate geographic, organic and inorganic growth, *Various Companies*.
- Maximized sales portfolio and leveraged new technology to enter new markets, leverage established markets and capitalize on competitive advantages, *Various Companies*.

MAGGIE LAPCEWICH

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- Recruited top talent and built high performing teams, enhancing diversity, equity and inclusion. Earned Great Place to Work recognition at Diageo and sponsored the first Latinx ERG (HOLA) at Breakthru Beverage, *Various Companies*.

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PROFESSIONAL CAREER

Maggie Lapcewich, LLC | Owner

2023 to Present

Advise beverage alcohol brands and companies on all facets of the industry by assessing existing business processes, identifying opportunities for improvement and formulating data-driven strategies to increase operational efficiency, customer experience and sales.

Breakthru Beverage Group | EVP & Chief Growth Officer

2016 to 2023

A \$7.5B+ privately held U.S. & Canadian wine, spirits and beer distributor. Merger of Wirtz Beverage and Charmer Sunbelt Group.

- Reported directly to the President and CEO. Led the Company's growth, transformation and commercialization strategy to build world-class capabilities and functional centers of excellence.
- Facilitated organic growth based on data insights by standardizing and digitalizing revenue reporting processes.
- Integrated 14 U.S. markets and Canada across all corporate functional areas. Executed enterprise unification without operations disruption.
- Led North American geographic expansion strategy, overseeing the Integration Management Office.
- Launched BREAKTHRU NOW, a proprietary B2B eCommerce platform. Grew revenues by 10%+ and \$200M+.
- Instituted the New Frontiers strategy and function to pursue growth opportunities beyond Company's core business model, including Cannabis, SaaS technology partnerships and B2C/DTC.
- Appointed to Crisis Management Task Force Chair.

Wirtz Beverage Group | SVP, Commercial Strategy & Business Development

2014 to 2016

A \$1.5B beverage-alcohol distributor of wine, spirits and beer in the U.S. and Canada with 3000+ employees.

- Reported to the President and served on the executive leadership team. Selected by the Wirtz President/CEO to lead the pre-merger Integration Management Office.
- Completed 150+ critical projects across all functions. Oversaw the implementation of enterprise-wide controls.
- Developed and implemented commercial strategies, tools and processes resulting in best-in-market execution.

Diageo Plc | President ('07-'14)

1993 to 2014

A \$10B global leader in beverage alcohol with iconic brands in spirits and beer with a \$65B market capitalization.

President, Diageo Canada, Toronto, Canada ('12-'14)

President, Global Tequilas – Don Julio & Jose Cuervo ('09-'12)

President, National Accounts U.S. – Beer, Wine & Spirits ('07-'09)

U.S. Spirits General Manager - IL & IN ('05-'07) | U.S. Spirits General Manager - MI, OH, IA & WV ('02-'05)

Various Sales & Marketing Roles ('93-'02)

E&J Gallo Winery & Playtex Family Products | Sales

1987 to 1993

ASSOCIATIONS & PROFESSIONAL DEVELOPMENT

Executive Club of Chicago, Member

2023 to Present

Canine Companions, Outreach Committee & Regional Board, North Central Region

2023 to Present

International Women's Forum (IWF), Member, Chicago Chapter

2023 to Present

National Association of Corporate Directors (NACD), Member, Chicago Chapter

2022 to Present

EDUCATION

Kellogg School of Management, Northwestern University

2023

Corporate Governance, Accountability in the Board Room

Tuck School of Business, Dartmouth College

2012

Executive Development Program

The University of Iowa

1987

MAGGIE LAPCEWICH

Bachelor of Business Administration, *Marketing Concentration*

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