

Elbert Goode II

Cincinnati, OH 45237 • 312.752.6074 • elbert.goode@gmail.com • www.linkedin.com/in/elbertgoode

SUMMARY

I lead organizations and teams to build brands people believe in and come back to. Grounded in insight and led with intention, I connect brand, trade, innovation, and communications to drive growth, strengthen equity, and create lasting relationships with consumers, customers, and communities.

EXPERIENCE

SVP of Marketing | Hard Truth Distilling | Nashville, IN | 2025 - 2026

Led enterprise marketing strategy, commercial alignment, and brand modernization to accelerate national portfolio growth.

- **Enterprise Leadership & Operations.** Led and scaled the marketing organization; oversaw budget, performance, and agency ecosystem to maximize ROI, brand equity, and commercial impact.
- **Strategic Growth Planning.** Directed long-range marketing strategy, including annual planning, portfolio architecture, media investment, and commercialization frameworks aligned to revenue targets.
- **Brand & Portfolio Strategy.** Restructured portfolio and led packaging refresh grounded in consumer and customer insights; established tiered architecture (Core, Reserve, LTO) to strengthen positioning and conversion.
- **Commercial & Trade Integration.** Built fully integrated brand-to-trade programs that increased distributor engagement, retail execution, and velocity across channels.
- **Innovation & Revenue Growth.** Launched 20+ innovations and LTOs; led the John Mellencamp x Hard Truth collaboration to drive awareness and trial; developed Single Barrel strategy to accelerate premiumization and incremental revenue.
- **Experiential & Hospitality Expansion.** Led integrated marketing across distillery and restaurant experiences, aligning brand storytelling with commerce to deliver +39% YoY revenue growth.

Chief Marketing & Communications Officer | United Way of Greater Cincinnati | Cincinnati, OH | 2023 - 2024

Led brand, marketing, and communications strategy to drive community impact, donor engagement, and organizational growth.

- **Brand Transformation.** Developed and launched a new brand identity and strategy, aligning messaging and communications to elevate impact and drive regional relevance.
- **Enterprise Messaging & Positioning.** Simplified and redefined the organization's impact narrative into three core pillars to increase clarity, engagement, and funding support.
- **Integrated Marketing Leadership.** Oversaw campaign development across paid, owned, and earned channels to drive awareness, engagement, and donor conversion.
- **Communications & Executive Visibility.** Built and led a PR and communications strategy that elevated the organization and CEO's presence across key stakeholders and media.
- **Fundraising & Growth Strategy.** Led marketing strategy for fundraising campaigns, aligning storytelling, partnerships, and activation to drive revenue and mission impact.

VP of Marketing | Endless West | San Francisco, CA | 2020 - 2022

Led enterprise marketing, brand, communications, and innovation strategy for a high-growth spirits and technology company.

- **Enterprise Strategy & Planning.** Built and implemented the company's first strategic planning process, aligning portfolio strategy, business objectives, and execution cadence.
- **Organizational Leadership.** Developed and scaled the marketing function, building best-in-class internal capabilities across brand, creative, and growth.
- **Brand & Demand Generation.** Led integrated brand strategies that increased awareness, drove demand, and established global brand standards.
- **Trade & Commercial Strategy.** Developed trade marketing programs and commercial calendars aligned with growth targets and channel strategy.
- **Innovation Engine.** Built and operationalized a 3-year innovation pipeline and stage-gate process; launched 20+ brands across B2C and B2B2C channels.
- **B2B Revenue Expansion.** Led go-to-market strategy for B2B offerings, driving +\$50MM in new business opportunities in H1-FY22.

Head of Partner Marketing | Fair Trade USA | Oakland, CA | 2018 - 2020

Led partner marketing strategy to scale brand impact, partner engagement, and revenue growth.

- **Growth Strategy.** Developed integrated sales and marketing plans that drove long-term partner growth and increased Tier-1 engagement by +70%.
- **Team & Capability Building.** Built and led the organization's first Partner Marketing function.
- **Insights & Commercial Storytelling.** Established a consumer insights platform to demonstrate brand value, social impact, and business outcomes—driving +40% Tier-2 partner growth.

Head of Trade Marketing | Southern Glazers Wine & Spirits | Union City, CA | 2015 - 2018

Built and led the Trade Marketing function, aligning supplier strategy with distributor execution.

- **Function Creation & Leadership.** Established the first Trade Marketing Department, defining vision, structure, and capabilities.
- **Strategic Growth Delivery.** Led multi-year plans that drove +17% and +5% growth for Moët Hennessy and Diageo portfolios.
- **Commercial Execution Excellence.** Strengthened supplier-distributor-customer alignment through KPI-driven execution and performance tracking.
- **Marketing Systems & Communication.** Built scalable communication platforms to drive sales force effectiveness and customer engagement.
- **Investment Stewardship.** Managed +\$20MM in supplier A&P and optimized spend across programs, partnerships, and activations.
- **Innovation & Launch Strategy.** Led launch and forecasting strategy for key innovations, significantly outperforming plan.

DIAGEO | 2008 - 2015

Held progressive leadership roles across U.S. Trade Marketing and Commercial Planning.

Director of Rums, Commercial Planning & Activation | Norwalk, CT

Director, Trade Marketing | Miami, FL

Division Marketing Manager | Miami, FL

- **U.S. Trade Marketing Leadership.** Led development and execution of national trade marketing strategy for the Rum portfolio across all channels, aligning brand priorities with commercial performance.
- **Regional Commercial Strategy.** Directed planning, forecasting, and execution of regional marketing programs, strengthening supplier, distributor, and customer alignment across the SWGS-East region.
- **Innovation & Go-to-Market.** Led U.S. launch strategy for key innovations, including Captain Morgan White Flavors and Cannon Blast, driving awareness, trial, and distribution.
- **Forecasting & Planning Excellence.** Developed and implemented the RAPID forecasting process, improving visibility, accuracy, and cross-functional alignment.
- **On-Premise Growth Strategy.** Led On-Premise marketing strategy, training, and execution, delivering a +14% increase in South Florida menu placements.
- **Partnerships & Experiential Marketing.** Secured and activated strategic partnerships with major sports and cultural platforms, including the Indiana Pacers, Miami Dolphins, Tampa Bay Rays, and Ultra Music Festival.

Marketing Manager, Authentic Youth | The Timberland Company | Stratham, NH | 2006 –2007

Associate Brand Manager, Altoids | The Wm. Wrigley Jr., Company | Chicago, IL + Parsippany, NJ | 2005 –2006

SC Johnson & Son, Inc. | Racine, WI | 2002 –2005

Associate Brand Manager, Glade Aerosols

Assistant Brand Manager, Windex

Brand Summer Intern, Windex

Banking Center Manager | Fifth Third Bank | Columbus, OH | 2000 - 2001

EDUCATION

Master of Business Administration | Ohio State University | 2003

Bachelor of Business Administration | Kent State University | 2000